





Dr Albert E. Wigram

has been answering questions about the human race for the past 16 years. There is scarcely a city in the United States in which he has not lectured. His syndicated column, LET'S EXPLORE YOUR MIND has a newspaper audience of approximately 20 000 000 readers. It is also published in Australia and South Africa.



LET'S  
EXPLORE  
YOUR MIND

by

*Albert Edward Wiggam*



*Pocket Books Inc. Rockefeller Center N Y*

The Printing History of  
Let's Explore Your Mind

The material contained in this edition was previously published as syndicated newspaper feature by National Newspaper Service, Chicago.

Pocket Book edition published June, 1949  
1st printing May 1949

This is an original Pocket Book edition. It is printed from brand new plates made from completely reset, large clear easy-to-read type.



Notice—POCKET BOOK editions are published only by  
POCKET BOOKS, INC. and POCKET BOOKS OF CANADA, LTD.  
Trade-mark Registered in the United States Patent Office

Copyright, 1946, 1947, 1948, 1949 by John F. Dille Company

This Pocket Book edition is published by arrangement with  
John F. Dille Company Chicago

This is an edited Pocket Book. All rights reserved, including the right  
to print this book and portions thereof in any form.

Printed in the U.S.A.

INTRODUCTION

In the field of human relationships, Dr Albert Edward Wiggam has won a public which many a novelist might envy. He is the author of the *New Decalogue of Science*, *The Next Age of Man*, *The Marks of an Educated Man* and *New Techniques of Happiness*. His rapid, lively and exciting books point the way to getting along with one's fellows and making the most of one's self.

Harry Hansen has observed that Dr Wiggam "stands between the preacher and the psychologist. He avoids the preacher's admonitions and the professional psychologist's verbiage and talks over some homely truths, all of which are novel and useful."

Dr Wiggam's syndicated feature, from which the present book is made, is distributed by the National Newspaper Service to more than a hundred great newspapers in the United States alone. It has topped 36 popularity surveys of mass circulation appeal and many of you doubtless follow it both daily and Sunday.

Gathered within the pages of this POCKET BOOK edition is a collection of the best of these brightly illustrated, witty and forceful observations of Dr Wiggam. They are arranged in the question and-answer fashion which has been found so stimulating and full of challenge.

This is a book to read from cover to cover in one session

or to dip into for hours of rewarding entertainment. In either case we are certain that you will want to return to this volume again and again for its humane many-sided and easy-to-take wisdom.

—THE PUBLISHERS

---

LET S  
EXPLORE  
YOUR MIND

---







2. IS THERE ONE BEST WAY TO SOLVE YOUR PERSONAL PROBLEMS? YES ☐ NO ☐



3. WILL IMPROVING YOUR VOCABULARY INCREASE YOUR CHANCES FOR SUCCESS? YES ☐ NO ☐

Answer to 1 Mostly false. Marriage changes people so little that several studies have been unable to measure it. Constance J Foster believes that the mother who says, "My erratic son will be all right when he gets a good wife," or "All my moody restless daughter needs is a husband and a baby to straighten her out," is talking through her hat.

✓  
Answer to 2 Yes DO SOMETHING. Don't "set and think." Psychologist P. M. Symonds had 65 teachers write confidentially how they had solved their problems. Twenty five said, "By securing independence and freedom" 15 by "Self improve-

ment" 11 by "Making a decision" etc. He concludes "With the act of self assertion, their problems vanished."

Answer to 3 Creatly Johnson O Connor gave vocabulary tests to high school freshmen college freshmen. college graduates, professors and big business men. High school freshmen missed 76 words out of 150 college freshmen 42, graduates 27 professors 8, business men 7



Answer to 1 Probably so. Psychologist George W. Hartmann, of Penn State College asked 195 college students the following question "If you compare yourself with others, of the same sex and age how would you rate your general happiness very much above or below average,

slightly above or below average, or average?" Three-fourths rated themselves average or above. How would you answer this question?



Answer to 2 Yes Gladys Groves and Dr R A Ross in their *Guide to Happy Marriage*, say (paraphrased) A feeling of sexual inadequacy can gnaw at a person's self-sufficiency until money misbehavior offers the easiest way of conquering the feeling of inferiority. A wife's inade-

quacy often leads her to persistent extravagance. She bolsters up her self respect by buying clothes beyond her means. So do husbands.



Answer to 1 Yes. Usually a woman who wants a husband is either one whom men do not "run after" — although they often miss a perfectly good wife—or one whose work keeps her from meeting men. There is just one remedy *Go where men are.* Don't wait. Get some new clothes, or freshen up the

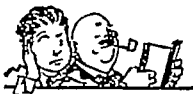
old ones, go somewhere and *do what other people are doing.* You can't meet men at a movie, or at home reading a love story but you can meet them at church dances, and many other places.



2 MUST LOVE BEGIN WITH INFATUATION IF IT IS TO END IN A HAPPY MARRIAGE? YES [ ] NO [ ]

Answer to 2 No One girl said to an eminent psychiatrist "I know love should come like a bang on the head, but I have never felt that way about Chuck. I've known him since we were kids. We always had a swell time. I like him to kiss me and all that, too, but I want my marriage to

be perfect, and it can't be unless I feel devastated, can it?" Yet she and Chuck married, have some fine children, are happy and look with pity on their friends who think no marriage can be happy without infatuation.



IS IT POSSIBLE FOR ANY-  
ONE TO BE EXACTLY LIKE  
EITHER OF HIS PARENTS  
BY HEREDITY?

YES ☐ NO ☐

2. CAN EACH TOWN  
GIVE ITS HIGH SCHOOL  
PUPILS GOOD  
VOCATIONAL GUIDANCE  
AND EXPERIENCE IN  
THEIR BEST ABILITIES?

YES ☐ NO ☐

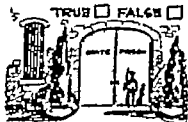


3. DOES A CHILD  
INCREASE ITS VOCAB-  
ULARY GRADUALLY  
LEARNING A FEW  
MORE WORDS EACH  
YEAR? YES - NO -



4. THE FINEST PRISON  
WE CAN BUILD IS A  
MONUMENT TO OUR  
NEGLECTED YOUTH

TRUE ☐ FALSE ☐



Answer to 1 Not one chance in billions. In the sex cell from each parent there are thousands of tiny particles called genes (jeans) each carrying the heredity of some quality from some ancestor. In the sex union some of these qualities from each parent and his line of ancestors will show up, and some won't. Although children will *average like their parents*, the mixture of these hosts of qualities is so hopeless that no child will ever be exactly like either parent.

Answer to 2 The School Board and Service Clubs of two small towns induced the Vocational Research Bureau, New York, to find the best aptitudes of the junior and senior high school pupils, at a cost of only \$1.50 per pupil. Then local business men, lawyers, mechanics etc. each took a pupil for a number of hours each week, and instructed him, free of charge, in the line of work indicated by his best aptitudes. It worked with immense success. Why not try it in your town?

Answer to 3 Probably not. Psychologist W. M. Briganoe recorded the word increase of his daughter and found she learned by sudden jumps, then a rather level "plateau" then another jump etc. At 9 months she had 4 words but jumped rather suddenly to 75 words at 15 months, then another plateau. Between the 18th and 24th months she jumped to 632 words! Experiments indicate we probably learn all new skills this way.

Answer to 4 Warden Johnston, said (paraphrased): "I have been head of three prisons—Folsom, Alcatraz and San Quentin—and I believe the criminals' greatest lack is education. Over half of our prisoners have not gone beyond the sixth grade, and one-third, not beyond the fourth. Behind this lies poverty, broken homes, lack of recreation. Few criminals are feeble-minded, but nearly all are ignorant."



1 CAN A MAN WIN A WOMAN'S HEART BY SHOWING HER HOW MUCH HE HAS IN HIS HEAD?  
YES ☐ NO ☐

DUTCH PROVERB  
"THE HAPPY ARE NEVER WICKED" TRUE ☐ FALSE ☐

2 CAN YOU FOLLOW BOTH THESE MOTTOES: "LOOK BEFORE YOU LEAP" AND "HE WHO HESITATES IS LOST"?  
YES ☐ NO ☐

Answer to 1 No He'll do better by showing her how much he has in his pocket. After a woman discovers a man is about as intelligent as she is what impresses her is not that he is a walking encyclopedia but that he has good horse-sense, good manners, is kind, considerate and can make a living. Men and women don't fall in love with each other's minds but with their hearts.

Answer to 2 True. In the famous ten year study of frustration by Yale scientists, they concluded crime and "wickedness" is nearly always the result of unhappiness, deprivation and dissatisfaction caused by frustration. Happy people are either people who are not frustrated and thwarted in their natural desires, or else have learned how to meet them happily and confidently.

Answer to 3 Yes. Because each refers to a different situation. One who leaps before looking to see where he may land—either physically, socially or financially—is reckless and lacks intelligent caution. One who has looked but can't decide whether to leap or not, is lacking in self reliance. Both lack emotional poise and grownupness.



Answer to 1 To mother  
Psychologists Witty and  
Kopel had 900 boys and  
girls write three secret  
wishes. They found that far  
more often their wishes  
were those both boys and  
girls would reveal only to  
their mothers. It is gratify

ing that two-thirds of both boys and girls wanted to tell  
their secret wishes to their parents



Answer to 2. Yes. A wife  
wants her husband to use  
more refined language, or  
table manners. Any man  
can do this overnight but  
he refuses Marriage hap-  
piness wrecked. Wife longs  
for husband to say "I love  
you" This requires no su-  
perhuman effort, but hus-  
band just doesn't Marriage

wrecked. Surveys show that men just won't stand for sloven-  
liness, yet some women habitually neglect hair, finger nails,  
and personal neatness. This can wreck any marriage. So it  
goes—little things, not big ones, pave the way to the divorce  
court.



1 DO MEN CHERISH  
KEEPSAKES LOVE TOKENS  
ETC. AS MUCH AS WOMEN  
DO ? YES ☐ NO ☐



2 CAN LITTLE BOYS  
LEARN TO WASH  
TURN DOOR KNOBS  
AND DRESS EARLIER  
THAN LITTLE GIRLS ?  
YES ☐ NO ☐



3 CAN THE BILLIONS  
OF PEOPLE BE CURED  
WHO RUB THEIR FACES  
AND PULL THEIR NOSES  
WHILE THEY TALK ?  
YES ☐ NO ☐

4 IS IT IMMORAL NOT  
TO HAVE GOOD MANNERS  
AND TO KNOW THE RULES  
OF GOOD SOCIETY ?  
YES ☐ NO ☐



5 IF PEOPLE EXPECT  
LITTLE OF THEMSELVES,  
THEY ARE SURE TO MEET  
WITH FAILURE  
TRUE ☐ FALSE ☐



Answer to 1 I believe we can say No, because more women than men are introverted more of them think deeply about their own feelings and happiness. As one psychologist puts it, "*Women feel their way through life, men think their way*" If you found a man with a lot of pressed rose leaves in his Bible, or carrying a locket with some former sweetheart's picture in it, you'd probably think he was "feminine." I would.

Answer to 2 No Yale psychologist, Arnold Gesell, who knows more than anybody else about how little folks grow says girls have finer muscular coordination than boys, and can twist their wrists better So girls of 2 or 3 can button and unbutton their clothes, turn their hands to wash both sides and turn door knobs as well as boys of 5 or 6. The female of the species!

Answer to 3 It is one of our worst social habits, akin to thumb-sucking with babies. Nine people out of ten do it. The cure? Stand before a mirror *five minutes* night and morning, rub your face, pull your nose vigorously and *talk to your image* This practice will cure you quickly

Answer to 4 Certainly because good manners represent the finest spirit of the race in its efforts to develop courtesy kindness, sympathy and all that makes for rich and fruitful human associations. If I were running the schools, I would put etiquette into the curriculum in place of geometry Few people ever use geometry but everybody needs to use good manners every day

Answer to 5 True. In a famous passage, William James pictured a mountain climber who comes to a chasm which he must leap or perish He summons all his strength, but *believes he will fail* He does fail But, says James, *with the same effort*, if he believes he will succeed, the chances are he will Belief in yourself unites all your powers lack of confidence scatters them.



1. SHOULD ALL ENGAGED COUPLES  
TAKE A COURSE IN MARRIAGE AND  
SEX RELATIONS? YES ☐ NO ☐



2. HENRI REASH NOTED  
THAT MAILED MEN AND OLD  
WOMEN ARE BALD BUT CONCEAL  
IT WITH PIGS' TAILS. TRUE ☐ FALSE ☐

Answer to 1 It would increase married happiness, prevent divorces and aid in rearing children happily more than anything I know

Answer to 2 Henri, New York's famous wig maker says it's true. I'm taking his word for it. I only explore the mind. Henri warns that the groom may wake up to find his bride's hair hanging on the bedpost! But still he says, his wigs have saved some women from suicide, so let's not pry further into this awful, feminine secret—even though some grooms may flee the love bower.

3. IF YOU HAVE TO MAKE  
A SPEECH IS IT  
BETTER TO WRITE IT  
OUT AND MEMORIZE IT?

YES ☐ NO ☐



Answer to 3 No You are very likely to forget it if a baby in the audience squalls, or a chair breaks down. Once while lecturing in a church the plastering let loose and came down around my head. I dusted myself off and said "I don't usually bring the house down quite so successfully." When the laugh died down I could proceed because I always fixed a picture of the key words to my mind.



1. WHAT CAN THE YOUNG GIRL OF TODAY LEARN FROM LITTLE RED RIDING HOOD?

YOUR GORGON...

2. WHEN PEOPLE SAY A CERTAIN PERSON IS BRIGHT\* OR "STUPID" ARE THEY USUALLY RIGHT? YES - NO -



3. IS A COLLEGE DEGREE PROOF THAT A PERSON IS EDUCATED?

YES - NO -



Answer to 1 According to Maureen Daly she will learn Little Red Riding Hood was going through the woods with a basket of fried chicken for her grandmother. She heard a whistle from behind a tree and, looking up saw a big brown animal in a bow tie and a broad grin. After one quick look, she hastened on to Grandma's, and went back home by another path. "She knew a wolf when she saw one" says Miss Daly.

115 neither "stupid" nor "bright" but "average."

Answer to 3 No President Wriston, Brown U., in a notable article shows that hosts of young people are muddling through college merely to get a degree which, instead of being proof of all-around competence and character may mean "a social climber, a man of highest integrity, or the shoddiest crook." What you know and admire and can do is the only test of education.

Answer to 2 No 8 chances in 10 they are wrong, because, as pointed out by Purdue psychologists Tiffin Knight and Asher in their fascinating *Psychology of Normal People*, 8 people in 10 have IQs between 85 and



Answer to 1 Practically never Among several thousand engaged and married couples instructed by the American Inst. of Family Relations, Los Angeles, on how to carry on happy sex relations, there have been only one or two divorces Among, when over half the marriages in this same region have ended in divorce—about 1000 times as many as those who received instruction.

12. SHOULD MORE ASK CAN  
ANYONE WITHOUT BEING  
TAUGHT TELL THE DIFFER-  
ENCE BETWEEN RIGHT  
AND WRONG? YES ☐ NO ☐



Answer to 2 No It is because people do not naturally know right from wrong that we have churches, religious books, home teaching, and the like. The United Nations Charter seeks to embody the highest ideals ever known among men into the conduct of nations. The Golden Rule.



Answer to 3 Yes, because it gives them a wider range of different personalities for choosing friends. Most people do not choose their friends—merely accept people with whom they happen to come in contact, and make no effort to widen their contacts. Thus they often become saddled with dull uninteresting acquaintances when, just around the corner if they made the effort they would find waiting a life-long, inspiring friend.

they would find waiting a life-long, inspiring friend.



Answer to 1 According to a pamphlet published by the International Committee of the Y M C. A. it is, first, *the sense of incompleteness and frustration* — the unsatisfied desire which largely offsets the undoubted pleasure. Second, the danger of *not knowing where to stop*. Boys and girls, just think this over

2. WHAT WAS THE BIGGEST MISTAKE THE U.S MADE DURING THE WAR?

YOUNG GUY



Answer to 2 Permitting local Draft Boards to induct young scientists from college and industrial laboratories into the Armed Forces. England, Russia and Germany made no such ghastly blunder. We pulled through by using our reservoir of trained scientists.



3. CLASS ASIDE! SINCE EVERYONE MAKES MISTAKES, ARE NOT SCIENTISTS AS LIKELY TO MAKE MISTAKES AS ANYONE? YOUR OPINION—

Answer to 3 No, because the whole business of scientists is *not* to make mistakes. They not only find out very quickly when they are mistaken but have technical methods for calculating their probable error—that is, *how much* mistaken they are. The layman cannot do this. About 90 percent of his behavior is guided, not by intelligence, but by his fears and other emotions.

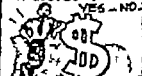


1. IS LOVE A SAFE BASIS FOR MARRIAGE BETWEEN TWO PEOPLE WITH WIDELY DIFFERENT BACK GROUNDS? YOUR OPINION -

2. DOES A RADICAL MAKE A BETTER SALES PERSON THAN A CONSERVATIVE? YOUR OPINION -



3. IS THE AMOUNT OF THE PAY CHECK THE MOST IMPORTANT THING IN KEEPING MEN AND WOMEN SATISFIED WITH THEIR JOBS? YES - NO -



Answer to 1 Occasionally it works, but for two people to undertake marriage, one reared in a refined home, with advanced education, cultivated speech and habits, the other with little education, from a home with little attention to the social graces—well, as Professors Burgess and Cottrell show in "Predicting Success or Failure in Marriage," the chances for success are pretty slim.

Answer to 2 Probably so. U of Illinois psychologist, A. F. Dodge gave a Personality Inventory to 75 sales persons in a department store and found the radicals slightly better than the average or below average groups. Possibly the radical is more aggressive. However what one believes about religion, economics, politics etc. is probably not very decisive in his success as a sales person.

Answer to 3 No In one large survey "Pay" was ranked fifth in importance among 15 items. Whiting Williams, Cleveland Industrial Counselor in his *Main Springs of Motives*, shows it is not only a man's standing with his bosses and fellow workers, but the social standing of his job, wife and family which count more than pay.



2. DO GIRLS RATE THEIR PERSONALITIES HIGHER THAN THEIR BOY FRIENDS DO? YES ☐ NO ☐

3. "ANXIOUS" ASKS ARE COUSIN MARRIAGES LIKELY TO PRODUCE DEFECTIVE CHILDREN? YES ☐ NO ☐

1. TO REMEMBER WELL SOMETHING YOU READ OR HEAR SHOULD YOU GO TO SLEEP IMMEDIATELY? YES ☐ NO ☐

Answer to 1 Yes. Adolph Jost, German psychologist, found that by going to sleep immediately after hearing a lecture or reading a book one can later recall more than if he had stayed awake. The reason seems to be that if one remains awake other thoughts preempt the mind and "blot out" what has been learned before the memory can store it away.

Answer to 2 Yes. Purdue psychologists had 1542 children in the 6th, 7th and 8th grades rate each other and themselves on 22 personality traits. 485 teachers also rated the children—a total of nearly 400,000 personality judgments. The individual girls rated themselves higher than they were rated by boys, by other girls and by teachers.

Answer to 3 No provided the physician finds the couples free from transmissible defects. In the Bible, Abraham married his half-sister, Jacob his first cousin and Moses father his own aunt. I lectured in a town where nearly everybody had the same name. I found nearly everybody had married cousins. The doctor told me he had not found a case of insanity or feeble-mindedness in 40 years practice.





Answer to 1 No, because you can never express fully how you feel either by words or actions. There is a kind of tragedy in human loneliness, because of this inability to express ourselves, share our thoughts and feelings with others. We try to tell them, by words, tears, smiles and handclaspings, but every word and act means something different to each human being. For this reason every person is forced to live largely in a private world of his own.

Answer to 2 Yes. In a nation-wide test of personality psychologists found that persons who liked social dancing—whether good or poor dancers—are more interesting to other people, and like to do things for other people much more than those who do not care for dancing. Such persons tend to be better mixers. Dancing and playing on teams were found to be the two best ways known for developing a good personality.

Answer to 3 In the extraordinary intimate study of 200 married men and women by Hamilton and McGowan it was found the women who earned enough to be financially independent of their husbands were not as happy as those who were more dependent on their husband's money. However this may be because unhappy wives earn money when they don't need to, trying to find the happiness not found in the marriage. We can't be sure.

Answer to 4 *Because of their inability to tell exactly what is the matter with them.* So says psychologist Wendell Johnson in his splendid book, *People in Quandaries*. The main job, he says, is to train the maladjusted person to ask himself clear-cut, accurate questions and to describe in accurate words his feelings and desires. When trained to do this, he can largely solve his own problems because, for the first time, he knows exactly what they are.



**1 WHICH IS MORE TO BE FEARED BY YOUNG LOVERS — THE YOUNGER BROTHER, OR YOUNGER SISTER?** YOUR OPINION —

Answer to 1 Usually the little sister because according to Dr. Michael Caud and Helen Gay Pratt in their *Experiments in Living*, the little brother is easier to bribe, while the little sister even if bribed is sure to tell mother everything.



**2 WHICH IS LIKELY TO BE CONSIDERABLY OLDER THAN HIS WIFE — A CITY OR A COUNTRY HUSBAND?** YOUR OPINION —

Answer to 2. A country husband. Sociologists believe this is because a couple usually expects to work together to buy furniture and set up a home. They don't wait until a groom can take his bride into a furnished apartment.

But a country man, according to custom, must take his bride into a home he has already provided. This takes time, and usually means he is more likely than the city man to be considerably older than his wife.



1. DO WOMEN MAKE AS KIND  
AND CONSIDERATE BOSSSES  
AS MEN? YES — NO —

Answer to 1 No Several surveys show women bosses are, on the average, more critical than men bosses, more likely to call the girls down and more jealous lest some other woman more efficient or a closer friend of the big wig, may replace her There are numerous exceptions.



2. MORE DIVORCES ARE GRANTED  
HUSBANDS FOR WIVES' INFIDELITY  
THAN VICE VERSA. DOES THIS  
PROVE WIVES MORE UNFAITHFUL  
THAN HUSBANDS? YES ☐ NO ☐

Answer to 2 No Evidence indicates more husbands than wives are unfaithful but that wives are more forgiving and take the erring scoundrels back. As shown by Profs. Groves and Ogburn the percentage of divorces granted wives

for unfaithful husbands has decreased This suggests that women are even more tolerant of infidelity than formerly It is truly astounding what cursedness women will endure from us men



Answer to 1 No. A study by Patricia Langhorne of 64 runaway girls in Boston showed 21 left because they felt they should help support the family, or at least remove themselves as a burden, or because they were nagged by parents and left in self-defense. Fifteen fled in a spirit of adventure 9 because of school failure 8 for fear of being punished for some misdemeanor 7 to find jobs, and 4 were feeble-minded.

Answer to 2. Yes. While the only happy marriage is a 50-50 relationship yet, when a decision cannot be reached one must decide, and that one should be the husband. If the husband constantly insists on making the decisions it is not a 50-50 relationship, but a dictatorship. In a 50-50 marriage, he will rarely need to assert his authority, and then not by sheer dominance, but by "sweet reasonableness." Where the wife wears the uh symbol of authority it merely a Mulque Toast affair.

Answer to 3 Very doubtful. After 30 000 conferences with engaged and married couples—most of the latter in trouble—Dr Paul Popenoe, famous marriage counselor says, "a woman is not clever enough to lead a man to propose, raises some doubt that she may not be clever enough to hold him if he does propose." Still while I have not had Dr Popenoe's vast experience, I believe most women would be willing to risk saying "Yes," if he should propose without her having lassoed him.

Answer to 4 "Constant Reader," an Englishman, objects to an article in *Ladies Home Journal* which says that skirts in U S A will stay longer even if women don't like them. He insists that, "Women have more individuality than U S women. They wear what they desire, not what dress designers conjure up. Long skirts are an offense to the eye, and an insult to the Maker who gave women legs to show not hide." I got something there! Me, I'm against long skirts, too.



1. TO WHAT PERSON DO YOU  
OWE THE MOST IN LIFE?  
YOUR OPINION



2. DOES WEARING  
SPECTACLES MAKE A  
WOMAN LOOK SMARTER?  
YES - NO -

Answer to 1 Yourself Your one, huge debt, which is never paid in full, is the debt you owe yourself the debt that can be paid only by developing every trait of personality God has given you Your first obligation is to learn to believe in yourself your second is to learn to believe in others. If you cannot believe in yourself and do not keep your promises to yourself you will instead of growing in personality become a smaller and smaller being

Answer to 2 Yes. Men also Purdue U psychologist G R. Thornton had men and women photographed each in the same pose with and without glasses. He then showed the pictures to two psychology classes—one with, one without. The class that viewed them while wearing spectacles rated them higher in intelligence than the other group

3 DO WOMEN HAVE  
LESS PREJUDICE  
AGAINST OTHER RACES  
RELIGIONS AND  
SOCIAL CLASSES THAN  
MEN DO?

YES ☐ NO ☐



Answer to 3 Probably so By technical methods two psychologists, Allport and Kramer, rated numerous prejudices of 47 Radcliffe women and 126 Harvard men, and found the women had decidedly fewer prejudices. Other studies show that women are more humanitarian and sympathetic than men.



1. QUESTION "TELL ME WHAT YOU  
REMEMBER (OR THINK YOU REMEMBER)  
AND I CAN TELL YOU WHAT YOU ARE."  
TRUE ☐ FALSE ☐



2. "TO CURE QUALITELY BETWEEN  
A WOMAN AND MYSELF, I'VE TAKEN  
DANCE INSTRUCTING, AND CALLED  
DANCE INSTRUCTOR  
FRANK MORGAN - 22



3. DO VICE, SIN AND CORRUPTION  
CAUSE A RACE OF PEOPLE TO  
OCEAN ☐ YES ☐ NO ☐

Answer to 1 True. If you remember only your bitter experiences and the defeats you have met with, you are certainly a different person from the one who remembers his pleasant experiences, friends who have proved true and his successes. What you remember about your experiences tells more about you than your actual experiences. Memories make up most of your real philosophy

Answer to 2 "It's as easy as that," says dance instructor Frank Morgan because *rhythm and anger don't mix*. When a quarrel starts, whirl your wife around the room a few times to a snappy Samba. Frank claims this will: (1) Make wife see things your way (2) Prepare her for unpleasant news, (3) Patch things up quickly

Answer to 3 Not in their *in-born* qualities. Vice improves a race, because it kills off the vicious. The ancient prophets saw this as clear as day. They said, "The fool shall perish by his own folly" "The wages of sin is death" The old Spartans threw their defectives over the precipice, but *vice throws a man over its own precipice*





1. ARE MEN AS LIKELY AS WOMEN TO THINK THE WORLD WILL BE LOST FOR LOVE? YES - NO -

2. IS EVERYONE BEST FITTED BY NATURE FOR SOME ONE OCCUPATION? YES - NO -



3. DO PEOPLE NOWADAYS HAVE MORE ACQUAINTANCES AND FEWER FRIENDS THAN IN GRANDMA'S AND GRANDPA'S DAYS? YES - NO -



**Answer to 1** Not unless they happen to be the Duke of Windsor. First, women as a rule seem to love more deeply and lastingly than men, although this has not been proved by exact experiments. Second, far more men than women are intensely ambitious. Psychologist L. M. Terman has found that "masculine minded" women are more ambitious than "feminine-minded" women. I believe women are far more likely than men to give up their ambitions for love.

**Answer to 2** No. The most amazing thing about human beings is adaptability. As pointed out by psychologist H. D. Kitson there are 20,000 different jobs,

and anyone can adapt himself to a large number of somewhat similar jobs. Ask yourself not "What am I cut out for?" but "What can I best fit myself for?"

**Answer to 3** Yes. Nearly all Grandmas and Grandpas acquaintances were really friends. Now with the auto, telephone, and cheap travel, the average person knows from 10 to 100 times as many people as was formerly the case but has very few intimate friends.



Answer to 1 *How to read*  
Being a good reader is about the most important factor making for success in life. *If you cannot read well, you cannot learn anything well.* Surveys show that children fail in school and students often fail in college because they are poor readers. Yet every body can be made into a good reader



Answer to 2 Leo R Steiner in her book, *Where Do People Take Their Troubles?* shows that millions of troubled persons are being robbed by "vibration healers," mail order "character readers" and other psychological quacks and skunks—persons whom clergymen

should reach with competent psychological counsel. Clergymen do not need to become professional psychiatrists or consulting psychologists, but they should be trained to tell the difference between those who need only common-sense Christian counsel and those with personality disturbances which can be helped only by competent counselors. Many clergymen have taken this training.



1. DO WOMEN HAVE HIGHER  
INTENTION OF BUYING  
CAR THAN DO NOT FORGET

YES ☐ NO ☐

2. GREAT BRITAIN IS  
GIVING BONUSES FOR  
BABIES WILL THIS  
INCREASE THE POP  
ULATION?

YES ☐ NO ☐



Answer to 1 No Women are more sensitive to their environment than men, especially socially. They know better than men do how to squirm out of tight situations, and what sort of presents to give. But beyond that they have the same horse sense—"stable intelligence"—as men. They play their hunches oftener because they shrink from reasoning things out logically as men do.

Answer to 2 Doubtful Population students believe Hitler's frantic efforts to increase German population by marriage loans, bonuses for babies etc. may have had some slight effect but that expansion of industry and wages—mostly in munitions plants—had a far greater effect on the birthrate.



3. DOES A MAN BUY AN EXPENSIVE  
FUR COAT FOR HIS WIFE BECAUSE  
HE LOVES HER, OR BECAUSE HE  
WANTS TO SHOW HIS OWN POWER  
AND IMPORTANCE?

YES ☐ NO ☐

Answer to 3 Neither to any great extent. A \$50 cloth coat would keep her as warm as a \$3 000 mink. If not, an extra unit of \$2 flannels would make up the \$2,948 difference. It is chiefly to show his own power and importance. We rarely do things for the precise reason we think we do them.



1. IS THERE ONE SURF EIGH  
YOU ARE NOT AN EMOTIONAL  
GROWN-UP? YES - NO -

Answer to 1 Yes. If you can't talk about sex questions without embarrassment, as you talk about other human problems. An enormous amount of marital unhappiness comes from the fact that one or both parties have never had proper sex education, or have had the wrong kind



2. SHAKESPEARE SAID "THE  
COURSE OF TRUE LOVE NEVER  
DID RUN SMOOTH."

TRUE ☐ FALSE ☐

Answer to 2. False. Psychologists C. Kirkpatrick and T. Caplow U of Minnesota, studied 314 love affairs of 141 men students, of which 230 had ended and 583 love affairs of 250 women students, of which 414 had ended. Each student was given a sheet of paper with three kinds of

curves drawn on it—"Regular" "Irregular" and "Cyclical" (regular up and down zigzags) They were asked to choose the type of curve that seemed best to fit their love affairs. Two-thirds chose the regular smooth curve, like the upper half of a circle, with both parties "satisfied" at the ending. 12% drew straight lines, indicating that love for them has run perfectly smooth, with no zigzags



1. WHICH ARE MORE PARTICULAR ABOUT HAVING A MATE OF THE SAME AGE, INTELLIGENCE AND EDUCATION -- MEN OR WOMEN?  
YOUR OPINION --



2. DO BOYS LIKE GIRLS WHO ARE SUPERIOR TO THEMSELVES?  
YES ☐ NO ☐



3. IF WE ALL SHORT 1,000,000 UNDESIRABLE MEN, AND 1 WOMAN IN 17 CAN NEVER GET A HUSBAND, ARE LEADING JOURNALIST  
TRUE -- FALSE --



4. CAN ALL BOYS HAVE INCREDIBLE PORCELAINS?  
YES NO

Answer to 1 Men. A study of 364 Cornell U juniors and seniors, by Rockwood and Ford, shows that considerably more men than women want a mate of their own age, intelligence and education. Women want husbands older and superior in intelligence and education. Other studies show age differences either way make little difference in married happiness, but marked differences in intelligence and education do.

Answer to 2 Yes, in some ways. According to one keen social student, boys like a girl who knows more dance tunes and dance steps than they do, knows the best motion pictures, the niceties of etiquette, and social games. She may even be a little superior in knowledge of literature, music and art. They want just enough superiority to make them feel they have won a prize. The girl *should not* be a better auto driver or know more about sports, business or politics.

Answer to 3 False. As shown by sociologists Hope El dridge and J. S. Siegel in 1940 there were 3,700,000 more single males than females in the U. S., mostly in the "marrying age" — 15 to 34. There were about the same number of widows and divorcees, but mostly beyond the marrying age. As these authors say (paraphrased), "Any fear of young women not getting husbands is imaginary as there are several million more than enough males to go round." Don't be alarmed girls.

Answer to 4 Yes. It's easier for some girls than for others, but all can have "what it takes" — first an attractive, not expensive "get up," good posture, and a cheerful disposition. That's all. Researches show that slovenliness repels men more than any other fault, and that an attractive, not necessarily beautiful but cheerful face attracts men more than anything known. Cultivate a good speaking voice. Remember Cordelia? "Her voice was ever soft, gentle and low."



1. WHAT HOBBIES INDICATE A DEPENDABLE AND RELIABLE BOY? YOUR OPINION —

2. ARE PEOPLE WHO HATE OTHER RACES MENTALLY UNBALANCED?

YES ☐ NO ☐



3. SINCE THE WAR CRIMES TRIAL IS EVERYONE A WAR CRIMINAL WHO ADVOCATES SETTLING PROBLEMS BY WAR?

YES ☐ NO ☐



Answer to 1 Psychologist P Boynton compared the hobbies of over 2300 boys in 31 states with their scores on a standard Personality Test. Boys whose hobbies were "studying" and "playing musical instruments" scored higher on dependability and reliability than those whose hobby was "dramatics" or who had no hobby. Boys whose hobbies were "clubs" and "social dancing" also rated low in dependability. There were exceptions.

Answer to 2 Yes, or on the borderline. Psychologist Erich Fromm believes that people with strong race prejudices feel insecure and inferior though they may exhibit egotism and

arrogance. The things for which they blame other races such as aggression, bad manners, sex excesses, etc., are their own shortcomings projected on others.

Answer to 3 Yes I want to compliment a fellow columnist, Samuel Grafton for having been the first writer to point this out. This trial has created a new crime—the crime of making, or even talking aggressive war. And this means you and me.



YOUR OPINION—

2. IF YOU WANT TO BECOME A CLEAR THINKER, WHAT IS THE ONE THING YOU MUST DO, FIRST LAST AND ALWAYS?

YOUR OPINION—



3. WHAT IS THE BEST INSURANCE FOR A HAPPY OLD AGE?

YOUR OPINION—



**Answer to 1** Little things. As Dorothy Carnegie relates, one couple fell out over the husband's awkward carving when guests came to dinner. law from being friends, became lifelong enemies because a brother in law drove his wagon so that Kipling fell off his bicycle, which led Kipling finally to leave America. Gilbert and Sullivan first fell out over the price of a carpet.

Mander in his *Logic for the Millions* Try it if you want to think straight, and concentrate.

**Answer to 3** Making and keeping friends. The chief complaint of old people, even those who have a competence, is loneliness. And there is but one cure friends. As you grow older many friends die. For every one you lose, try to make two new ones. Go where people are. Take your smile and friendliness with you.

**Answer to 2** See the point and stick to it. Ask yourself questions about it and answer each question fully then pass on to the next. Otherwise you are not thinking, but mind-wandering. This is the advice of A. E.





1. DOES IT HELP PERSONS WITH FEARS AND NEUROTIC TENDENCIES TO BE TOLD TO "USE YOUR WILL-POWER AND SHUT OUT OF IT?" YES ☐ NO ☐



2. IF WE DO NOT BRING THE ATOM POWER, RUSSIA ACQUIRES THE UNDER CONTROL, WILL IT LOWER YOUR RENT? MY ☐ ☐

**Answer to 1** No. Yet neighborhood goasps always say of a fear weary neurotic wife, "If I were her husband I'd tell her where to get off at. Why doesn't she use a little will power?" And of a maladjusted, bewildered child, "If I had that kid I'd mighty quick straighten it out," etc. Such critics need muzzling while the neurotic person needs the help of a psychologist.

**Answer to 2** Yes. In his recent address to American scientists Dr Harlow Shapley astronomer, said atomic scientists were already surprised that city property had not fallen in value because, if these new super weapons are not controlled, city property will become worthless and people will all move to farms.

3. CAN GIRLS LEARN HIGH-SCHOOL PHYSICS - ELECTRICITY, RADIO, PLUMBING, ETC. - AS WELL AS BOYS?

YOUR OPINION



**Answer to 3** Psychologist A. W. Hurd matched 131 boys with 134 girls, same age, class and teacher in learning about electricity. The boys started far ahead of the girls, and ended somewhat ahead. But the average gain of the girls was greater than that of the boys.



WHY DO PARENTAL QUALITIES  
BECOME DAMAGING TO THE PERSON-  
ALITY OF THEIR CHILDREN?  
YOUR OPINION -

mother he develops unhealthy attitudes toward the opposite sex. And so with girls.

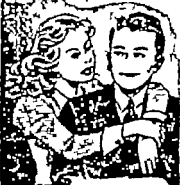
Answer to 1 Because it leaves the children no one to love and admire—something all children want terribly to do. They don't know which one is right and thus grow up with confused notions of right and wrong. If the boy takes the part of either father or mother he develops unhealthy attitudes toward the opposite



IS A WOMAN MORE LIKELY TO GET  
A HUSBAND IN SOME JOBS THAN  
IN OTHERS? YES ☐ NO ☐

Answer to 2 You bet your sweet husband's life! The American Institute of Family Relations, Los Angeles, had 100 educated women rate the marriage prospects of 15 occupations. The "prospects" decreased in the following order: (1) Secretary (2) Actress or worker in drama (3) Journalist (4) Buyer (5) Nurse; (6) Sales Person (7) Hostess (8) Dietician; (9) Librarian (10) Lawyer (11) Teacher (12) Social Worker; (13) Physician.

1. IS IT LOVE OR INFATUATION?  
WHAT IS TEST NO. 1?  
YOUR OPINION



Answer to 1 The Test Is *Do you want the same things in life?* First, do you want children? If not, your marriage will likely end unhappily. Second, do you *both* want a settled home? If one wants to lead an adventurous, gypsy life while the other wants a home, the outlook is bad. Third, do you agree on the main things you want to spend your money for?

2. IS IT LOVE OR INFATUATION?  
WHAT IS TEST NO. 2?  
YOUR OPINION



Answer to 2. *Are your interests mated?* Psychologists Johnson, Randolph and Pixley say "Love-making is fine, but a couple that enjoys nothing else together had better call the whole thing off." Ask yourself, do you like to read the same books and magazines? Do you like the same type of friend? List 10 more things like these. If you disagree on over 5, it is infatuation, not love.

3. IS IT LOVE OR INFATUATION?  
WHAT IS TEST NO. 3?  
YOUR OPINION



Answer to 3 *Do you laugh at the same things?* Does one lover enjoy off-color stories while the other does not? As long as a couple has the same sense of humor they can reconcile almost any kind of difference; but if one thinks a lot of things are funny which the other considers boring or disagreeable, it looks bad.



Answer to 1 *Do you want to remodel the other person? Marrying a person to reform him, especially a neurotic or a heavy drinker with the notion that love will cure anything, is about the biggest fizzle ever dreamed up. Even when he is sincere, she is taking an awful chance.*



Answer to 2 *Three large university researchers, Chicago, Stanford and Cornell, have found one of the best tests of a happy marriage is that the parents on both sides are happily married. If two people think they are in love it is a pretty good sign it is real love and not infatuation if their parents are or were happily married.*



Answer to 3 *The final test is Can you frankly talk over your feelings toward each other including your sex problems, with a marriage counsellor or doctor or friend, or your parents and family? Only a few couples out of several thousands who talked their love affairs over with the counselors of the American Institute of Family Relations, before marriage, have ever had a divorce,*



2 IS IT HIGHLY DANGEROUS NOT TO BE SOCIABLE AND CULTIVATE FREQUENT MEETINGS WITH FRIENDS? YES ☐ NO ☐



3 SHOULD ALL FAMILY QUESTIONS OF IMPORTANCE BE DISCUSSED BY A REGULAR, ORDERLY FAMILY COUNCIL? YES ☐ NO ☐

2 DOES A MAN REALLY LOVE HIS WIFE UNLESS HE SHOWS IT BY ATTENTIONS, GESTURES ETC F  
YES ☐ NO ☐

Answer to 1 No. If a man really loves a woman, I don't see how he can possibly hold in. The strong silent man who says, "She knows I love her. What's the use of telling her all the time?" not only breaks a woman's heart but is usually a darned liar. He is like Josh Billings' mule which "merely thought he was thinking about something."

Answer to 2. Yes. It is the surest road to nervous breakdown and mental inefficiency. If you shut yourself off from sociable meetings, dancing, innocent card games, good laughs with friends, golf, picnics etc., you can't avoid suffering the consequences. Live long by being a good fellow, forgetting yourself and your responsibilities.

Answer to 3 Yes. It is a grand invention for keeping everyone sweet and happy. The family budget should be known to all, and each should present his opinion—whether daughter should have a new party dress, or Junior have his teeth treated etc. It should be a friendly discussion among equals and a vote taken at the end. Try it.



1 DO PEOPLE BUY THINGS BECAUSE THEY APPEAL TO THEIR LOGICAL, THINKING MINDS? YES ☐ NO ☐



2 SHOULD ALL ENGAGED COUPLES BE INSTRUCTED BY MARRIAGE COUNSELORS IN PROBLEMS OF SEX?

Answer to 1 No Chiefly because the article appeals to one of the five senses—sight, hearing, taste, smell or touch. As one writer relates, an electric toaster standing alone, would not sell but when placed on a table with a white cloth, silver and a plate of toast, (so as to appeal to sight and taste) it sold enormously. A closed refrigerator will not sell as well as one filled with even artificial foods.

Answer to 2 Yes, unless they have had courses in marriage and sex in school or college, as all young people will soon be required to have.



3 CAN YOU LEARN AS WELL AT FORTY AS YOU CAN AT FOURTEEN? YES ☐ NO ☐

Answer to 3 Yes, you can learn better. Psychologist Irving Lorge started one hundred twenty adults, learning to read, speak and write Russian! Those above 40 learned the best, and fully as well as college students. In the words of Dr Lorge's colleague, E. L. Thorndike, (based on thousands of experiments) "Age is no real handicap to learning anything

*you may want to learn—at anytime of life"*



1. WHAT IS THE BEST CURE  
FOR AN INFERIORITY COMPLEX?  
WEAVE YOUR OWN

come their shyness by interviewing presidents, kings, statesmen etc., and finding that even most of them feel like pretty small potatoes



2. CAN A HIGHLY MORAL PERSON  
BE HYPNOTIZED AND THEN MADE  
TO COMMIT CRIME? YES ☐ NO ☐

calmly the overcoat was his and so was the dollar! A week later Dr Wells rehypnotized the student and indicated him to recall the theft. The student returned the dollar saying he had been entirely unaware it was not his when he took it, which was the truth.

Answer to 1 To realize that 9 persons out of 10 feel inferior to others in some respects, says Douglas Lorton in his inspiring book, *Make the Most of Your Life*. He says many shy newspaper men over-

Answer to 2 Yes Psychologist W. H. Wells hypnotized a student before his class and told him to go to his (the professor's) overcoat, steal a dollar bill and put it in his own pocket. The student did so showing no embarrassment. When questioned he said



Answer to 1. True. The husband who remembers anniversaries has a larger sense of humor than the one who doesn't. He has a new hat since last year, a better endowment, and a better job. When his wife tells him what she wants, he gives it to her. A big research shows these fellows are tops as husbands, and as a rule have happy wives.

Answer to 2. Chiefly because man is the weaker sex, and dies about two and a half years earlier than woman. For every 100 girls born there are 106 boys. Yet, by about age 15 the extra six boys have died, and the number are nearly equal. From then on, males die faster than females until at age 90 there are nearly twice as many women as men. Further a widower tends to marry a maiden for his second, third or fourth wife. Thus there are nearly a million widows and half a million widowers in the U S A.

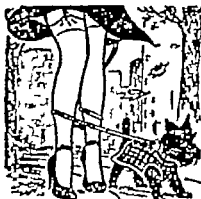
3. DO TOP SCHOOLS IN TOP HIGH SCHOOLS KNOW AS MUCH AS THE AVERAGE SCHOOL COLLEGE?

YES ☐ NO ☐



Answer to 3. Yes. In the Penn. schools and colleges, 14 percent of the 17 year-old high school senior boys were found by comprehensive examinations, to know as much as the average college senior man 21 years old—ready to graduate.





1. ARE ANIMALS MORE INFLUENCED BY THEIR ENVIRONMENT THAN HUMAN BEINGS?

YES ☐ NO ☐

2. IS THERE A SPECIAL AL OF MARRIED COUPLES WHO SHOULD HAVE LARGE FAMILIES?

YES ☐ NO ☐



feel like pretty



3. IS THE IDEAL MARRIAGE ONE THAT IS AFFRINUED WITH OCCASIONAL QUARRELS?

YES ☐ NO ☐



4. WHAT IS THE MAIN REASON THAT A GROUP OF PEOPLE COULD NOT HAVE A REALLY GOOD OF PERSONALITY?

YOUR OPINION \_\_\_\_\_

Answer to 1 Far more. The late biologist F A Woods showed that as you come up in intelligence from worms and oysters to man, you find animals have had increasing power to choose, create and master their environment. The oyster is almost completely a victim of its environment: if food does not chance to float by it starves. Fishes, however can swim to find food, and thus are greater masters of environment. So on up to man.

Answer to 2 Yes, and the fewer children other kinds have, the better As stated by the Commission on Marriage and Home of the Federal Council of Churches of Christ in America (including 25 denominations) "Our country should encourage larger families for those who can give children a better endowment, and a better nurture," and "should study reasonable and just ways of discouraging parenthood by those without these qualities"

Answer to 3 Yes. Everyone with any red blood in him has to blow off steam occasionally and it is idle to suppose marriage will put a complete quietus on this tendency. Two eminent authorities on marriage agree that a reasonable amount of cantankerousness with long, quiet spells in between, is proof that a marriage is what it should be.

Answer to 4 Addiction to alcohol and lack of a healthy vigorous interest in the opposite sex. Of course, there are many other indications of a lack of grownupness, but an adult who tries to solve his problems with alcohol has not grown up enough to face reality. Also one is not full grown emotionally unless he has a normal interest in the opposite sex. In childhood one sex is just as attractive as the other.



of seeing their daughters well married, plus the knowledge that girls are not as free as boys to seek mates

Answer to 1 Yes. Psychologists C. Kirkpatrick and T. Caplow found, studying the love affairs of Minn U students, mothers much more willing to encourage daughters than sons to seek dates. I think there is the worthy motive



Answer to 2 Only partially. Eight Yale psychologists and sociologists spent ten years studying the problems of human frustration and aggression and reached one major conclusion: "Frustration almost always causes aggressive conduct." They point out, for example, that when one party takes

power is turned out and another put in, the vote is largely an aggressive expression of the frustration the voters feel because the party in power has not kept its promise. So they "turn the rascals out" with anger instead of putting the saints in with confidence



Answer to 1 As a rule, yes, although there are exceptions. Many fast thinkers read far more slowly than they should, from lack of training. But numerous psychologists have shown that, as a rule, the fast readers are the fast comprehenders.

Answer to 2. Psychologist Rose Zelig says girls dislike most to witness pain, suffering, sickness and death next, having their dignity lowered, being treated like a baby or called a "poor sport." Next they dislike persons who lie, mind other people's business, are contented, stubborn, grouchy nagging, who bite their fingernails, who gossip or talk in movies.

Answer to 3 Because they are pretty lonely. They live in a world of ideas so high above the rest of us that, as the late psychologist Leta Stetter Stetter Hillingworth said, "It is hard for them to suffer fools gladly." She tells of two schoolboys with high IQs, who pretended to be hard of hearing just to escape what seemed to them the foolish school lessons and the silly talk of their teachers and the other pupils.



**Answer to 1** No, because the offspring of animals are born from germ cells that are only carried by the body like coins in your pocket, and are not affected by what happens to the body. Drs. Herman Mueller and A. F. Blake also have shown that some rays and drugs affect the germ cells and thus damage future generations. But nervousness and worry have no known effect upon the offspring.

**Answer to 2** Yes. Several fine books have recently been published. They include *Looking Toward Marriage* by psychologists Johnson, Randolph and Pixley. *How to Pick a Mate* by Clifford Adams of the Penn. State Marriage Clinic. These books are probably in your public library—they should be.

3. SHOULD MOTION PICTURES BE TAKEN WITHOUT THEIR KNOWLEDGE, OF ALL COLLEGE PROFESSORS WHILE TEACHING A CLASS? YES ☐ NO ☐



**Answer to 3** Yes. It would nearly double college education. You can see more by motion pictures of a person than you can by looking at him. Teachers should be compelled to see themselves in motion pictures, or else to teach with a mirror in front of them.



1. DO DOMESTIC WIVES AND  
HUSBANDS FEEL STRONG AND  
SELF-CONFIDENT?

YES ☐ NO ☐

Answer to 1 No, they are "bullies" with a feeling of inferiority which they are trying to build up into superiority by dominating either the partner or the children. They use them as scapegoats for their own feeling of insecurity. An example is the angry boss who can't get the better of his competitor but takes it out on his helpless secretary.



2. IS IT HARDER FOR A  
GIRL TO MEET TEEN-AGE  
PROBLEMS THAN FOR  
A BOY?

YES ☐ NO ☐

Answer to 2 Yes. Although a girl reaches adolescence two years earlier than a boy she has not developed the social habits and maturity for meeting teen-age problems any better than the boy has. When the boy has to meet his problems of sexual and social adjustment he has had two years more of mental development, education and experience.



3. DOES EVERY WOMAN  
WANT TO BE SOMEONE?

YES ☐ NO ☐

Answer to 3 Yes. Nearly every woman desires — and properly — to attract a mate and since beauty aids the quest why shouldn't she strive for it? Dr. J. H. Crum, eminent plastic surgeon, says he has lifted the faces of women past 60 who seemed as thrilled with the results as debutantes. The desire for beauty never leaves a woman's heart.

1. WILL THE BOBBY BOYS OF TODAY MAKE AS GOOD MOTH-ERS AS THE MOTHERS AND GRANDMOTHERS WERE? YES ☐ NO ☐



2. IS IT PEGMATISTIC TO BELIEVE YOU CAN READ A PERSON'S CHARACTER IN HIS OR HER FACE? YES ☐ NO ☐



3. WHAT IS THE GREATEST VALUE OF MARRIAGE AND PARENTHOOD TO BOTH PARTNERS? YOUR OPINION



4. DO WE STRENGTHEN OUR RELATIONS AND EVENTS BETTER THAN UNPLEASANT ONES? YOUR OPINION

Answer to 1 Yes. Mother was a "flapper" in her heyday, and grandmother was a "Gibson Girl" in the Gay Nineties. So on back to Eve, yet they all made good mothers. As pointed out by President Wood, Stephens College—the most womanly of all women's colleges—every generation of girls goes in for what seems at that time to be gay attractive, and above all dramatic. But in the end, each generation makes as good mothers as their mothers did.

Answer to 2 Yes, because it would mean you cannot improve yourself or change your character or if you could then every time you changed or improved your character your face would have to change too. The face never changes much in general structure and appearance. So if your character had to show in your face, and was determined by its shape and appearance, you would be hamstrung—or rather facestrung—about improving yourself.

Answer to 3 *It completes the development of their personalities.* It is only as we live with other people, and learn the great art of getting along with them, that our personalities reach fulfillment. Marriage is the supreme opportunity to grow to completeness, and fill out the perfect "Design for Living." If the marriage fails, researches show it is chiefly the failure of one or both *personalities*, not the failure of marriage.

Answer to 4 Psychologists disagree somewhat. Gordon and Cason concluded from experiments we remember pleasant words and events better than unpleasant ones. However psychologists Henderson and Tait found most people have about twice as many pleasant as unpleasant things to remember (1) and would therefore remember more pleasant ones. Psychologists Tiffin, Knight and Asher lean to the latter view. Seems wise to me.





1. ARE MEN MORE LIKELY TO FALL IN LOVE WITH THE QUIET, MODEST GIRL, OR THE ONE WHO IS THE LIFE OF THE PARTY?  
YOUR OPINION -

2. CAN YOU TELL A MAN'S BUSINESS OR PROFESSION BY HIS VOICE?

YES - NO



3. IS IT A GOOD THING NOW AND THEN TO GET HOPPING MAD?

YES - NO



**Answer to 1** Depends on which boy likes which kind of girl. There are two kinds of "life-of-the-party" girls: (1) showoff and wisecracker who is trying to compensate for her feeling of inferiority. She is usually unpopular; (2) the quiet but self-confident girl with real leadership personality. If she uses the technique of making the boy talk about himself, she is much more likely to land her boy.

can hardly tell a business man's voice from that of a reporter or an engineer etc.

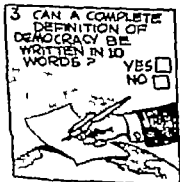
**Answer to 2** Experiments show you can guess by his voice a little better than chance whether a man has a vigorous, dominating personality such as a lawyer, salesman, or clergyman but

**Answer to 3** Yes, according to psychologist C. A. Ruckmick. If a person doesn't get hopping mad when some scoundrel is trying to steal his mate or of people who are promiscuous, vice and rotten politics, he is made of poor stuff. However, flying off the handle at petty personal insults is a sure sign of childishness.



Answer to 1 Yes. Neurotics seek a mate as a solution to their own unsolvable emotional problems. Dr Edmund Bergler says (paraphrased) "Neurotics cannot make good marriages. And when marriage does not make them happy they blame the marriage instead of themselves." Re-education, not divorce, is the solution

Answer to 2 Yes. Psychologists Carter Jones and Shock found even children learn and remember pleasant words such as mother father dance, candy etc., much better than such words as bleed, vomit, garbage, etc. Electrical apparatus attached to their bodies jiggled more for pleasant than for unpleasant words.



Answer to 3 Yes. The school master hero in the late H. G Wells *Undying Fire* did it. He was not talking especially about democracy but about a better world yet unconsciously he gave the best definition ever written of the best way to make a better world—a world in which "Everyone has the best chance of being his best self"

That is Democracy—the opposite of Communism



1. CAN THE ROMANTIC  
LOVE INDULGENCE OF YOUNG  
PEOPLE BE CONTROLLED?  
YES ☐ NO ☐



2. ARE PEOPLE SAVING  
THEIR MONEY NOW AS SOON  
AS THEY DID IN WARTIME?  
YES ☐ NO ☐

Answer to 1 No However they can and should be trained  
Surveys show that as youngsters go through high school, and  
especially on through college, they acquire entirely new  
ideas of a desirable mate. They have the same romantic im-  
pulses but they fall in love with a different type of mate

Answer to 2. No In 1915 more than half of which was  
after V day the people of the United States put into various  
kinds of savings \$31,900,000,000. Present estimates indicate  
that in 1946 they will lay aside only \$13,000,000,000. Em-  
ployment has not fallen off and wages have risen. I think  
they are spending more and saving less



WHAT DOES IT INDICATE  
WHEN A WOMAN SAYS,  
"I HATE TO HURT HER  
FEELINGS, BUT I'M GOING  
TO TELL HER A THING  
OR TWO" YOUR OPINION —

Answer to 3 That she is like  
the farmer who went to town  
every Saturday night to get  
drunk, and said, "Oh, how I  
dread it!" A Industrial Coun-  
selor W. J. Reilly says that  
women enjoy their emotional  
spree just as this farmer en-  
joyed getting drunk. The differ-  
ence is the farmer's suffering is  
over by Monday but such women  
have a perpetual hang-over



Answer to 1 Yes According to psychologist I A Berg, U of Illinois, the Hollywood glamorized nurse is always handing shiny instruments to surgeons, reading poetry to handsome, convalescent men etc. When they find nursing means rubbing backs and making beds many fail They go through what psychologist Wendell

Johnson calls "the IFD Sequence"—from *Idealism* to *Frustration* to *Demoralization*. One study showed the three best physical qualities are health, endurance and good feet Good heads also help



Answer to 2 Probably not. We have no statistics on humans but all authorities agree that among animals practically all quarrels are started by the females. Dr Samuel Milbank, leading dog expert states that the only time a male dog will fight a female is when she starts it. A famous circus trainer Mrs. E D Matz, says the

same is true with lions, tigers, panthers and leopards. Cat and horse trainers agree this is true of these animals. What a peaceful world it would be but for the women!



Answer to 1 False. You do not get your intelligence from your skin, but from your brains. Millions of Intelligence Tests have shown that blondes and brunettes have the same average IQ's. Personality Tests show they also have no measurable differences in personality. One very large investigation of brunet and blond salesmen showed one type was as good as the other.

Answer to 2 Yes. Several studies have shown this. Even Freud thought extravagant wives had been made so by the fact that their mothers had so warped their notions of marriage that they did not get deep satisfaction in sex relations. Hamilton and McGowan, who studied 200 married men and women *intimately* found only one third of the women who knew they were extravagant were happy in their marriage, while two-thirds of the prudent wives were happy.

Answer to 3 No but any healthy man or woman under ninety can instantly recognize it. Marjorie B. Greenble says, "It is the whole emanation of vitality." It may be an attractive physique—either beautiful or homely—or a feeling of responsive rhythm or an appealing voice or the magnetism of touch. The biggest element is *intelligence*. If "It" is to last, it must include courage, kindness and loyalty.

Answer to 4 Doubtless, because men's evening clothes are all alike, and no man feels better or worse dressed than another. But women are either in the seventh heaven feeling they are the best-dressed one at the party or in the pit of depression because they are less well dressed, or—horror!—have on "the wrong thing." What a happy, inexpensive world this would be if women would all adopt the same evening attire, as the men have done.



1. WHAT IS THE  
GREATEST BLESSING  
IN LIFE?

YOUR OPINION -

2. WHAT IS THE  
DUTY OF EVERY BOY  
YOUR COMRADE



3. IS IT WISE FOR  
YOU TO CONDEMN  
YOURSELF FOR YOUR  
SINS OF OMISSION  
AND COMMISSION?  
YES ☐ NO ☐



**Answer to 1** Rabbi J. L. Liebman says in his inspiring book, *Peace of Mind* that as a young man he listed as the most desirable things in life health, love, beauty, talent, power, riches and fame. A wise old friend said (paraphrased) "You have left out the most important thing—peace of mind—the fondest sign of God's love." The Rabbi's book is rich in counsel for achieving it.

**Answer to 2** To inspire enthusiasm in his workers, by asking each individual on the importance of his job, says Harvey Stowers in his invaluable book, *Management* (on file). He adds nothing inspires men so much as enthusiasm, and the way to inspire it is to make every member of the organization feel that the success of everyone else depends upon him.

**Answer to 3** No. After you have achieved sufficient pain from your mistakes to look at them intelligently instead of emotionally the most valuable lesson we must learn is that "self-understanding, rather than self-condemnation, is the way to achieve inner peace and mature conscience."



Answer to 1 No Many problems are worth being deeply concerned about but, if one worries about them, he merely goes around in circles and loses the very will power and clear-cut viewpoint by which to solve the problems he is worrying about In fact, the more important a problem is, the more important it is for you *not* to worry about it.



Answer to 2 Yes Psychologist L. P. Gardner interviewed 300 average fathers and found only 6 out of 10 "gave any regular care in feeding, entertaining, or developing the social life and attitude of their children" About one-third criticised themselves for not giving their children enough companionship and about one-half admitted they teased and even ridiculed the children in various ways Practically all criticised their own fathers for the very same faults they admitted in themselves. Can you beat it?

dren enough companionship and about one-half admitted they teased and even ridiculed the children in various ways Practically all criticised their own fathers for the very same faults they admitted in themselves. Can you beat it?





1. WHY IS IT MORE IMPORTANT FOR MARRIED COUPLES TO BE CLOSELY ALIKE IN INTELLIGENCE THAN IN PHYSICAL CHARACTERISTICS?

Answer to 1 Because the less intelligent partner can't comprehend the more intelligent one and the more intelligent one gets bored with his partner. They are almost certain to disagree on how to spend their leisure time. One wants to go to a dance, the other to a play or lecture; one wants to read popular magazines and listen to symphonies, the other wants "pulp" magazines and "light operas."



2. IS A WOMAN EQUALLY AS LIKELY TO GET A MATE AS A MAN OF LIKE INTELLIGENCE?

Answer to 2 No. About 5 percent of both educated and uneducated men marry, or about 70 percent of women college graduates land a husband. This is true for both intelligence and moral character of the race. All college graduates—indeed, high school graduates in the U. S.—are dying out from lack of children.

### Question

Do small children sometimes fight other children because there is a new baby at home? Yes ☐ No ☐

Answer Yes according to Drs. English and Pearson in their fine book *Emotional Problems of Living*. Nearly all children are jealous of a new baby unless properly prepared in advance. If they can't hurt the baby or the mother they sometimes relieve their frustration by quarreling with other children. Psychologists call this taking it out on a substitute "displacement of emotion."



1  
IS THERE A SURE TEST  
TO TELL BEFORE MARRIAGE  
IF A COUPLE CAN COOPERATE  
WITH EACH OTHER? YES ☐ NO ☐

Answer to 1 Yes. Psychologist Alfred Adler told of an old German custom where, before the wedding, the couple were given a cross-cut saw and put to sawing down a tree. If they tugged against each other instead of cooperating, the wedding was declared off but if they pulled together the ceremony was performed. It shows that the success of marriage depends upon its being a 50-50 affair.



2  
WHO SHOULD HAVE THE  
MOST TO SAY IN DECIDING  
WHERE THE FAMILY IS TO  
LOCATE — HUSBAND OR WIFE? ☐

Answer to 2 A nationwide survey by Elmo Roper shows 48 percent of men and 43 percent of women believe the husband should have the main say, so Only 9 percent of men and 11 percent of women say the wife. About one-third of both sexes believe in equal voice. The rest say "Depends" or "Don't know." I say both. But if they can't reach a decision, the husband should decide.

### Question

Is there any simple way of breaking down race and religious prejudice? Yes ☐ No ☐

Answer No Psychologist G W Allport quotes some unknown writer who said truthfully "There seems to be a remedy for every human ailment except prejudice." However it can be helped. In a Cleveland war plant the employees took a solemn oath to work in harmony regardless of race, color or creed, to help those on the battlefield. It worked. We must teach this spirit during peace.



Q DO WOMEN LIE AND CHEAT AS MUCH AT CARDS AND SPORTS AS MEN DO? YOUR CHOICE



Q DOES A MAN TEND TO CONCERN HIMSELF WITH THE THINGS HE DOES IN HIS RELATIVES' HOMES AS MUCH AS A WOMAN DOES? YES ☐ NO ☐



Q A MAN WHO GOES TO A SINGING SCHOOL AND CANNOT SING IS MORE HAPPILY MARRIED THAN ONE WHO DOES NOT? YES ☐ NO ☐

Answer to 1 We have no exact facts but a lot of golfers tell me that while one or two men in the club may be *suspected* of cheating, yet many women cheat. Our profession says women sometimes do all they can to rattle their opponents, which in serious games men never do. This is surely a form of cheating. The man who cheats at cards is fired from any Club, but I have never heard of a woman being dropped for that reason, although I often hear women say Mrs. So-and-so cheats. What do you think?

Answer to 2 Yes. This is a low form of masculine cursedness and one every husband would do well to watch in himself. I don't do it of course, and neither do you but confidentially we both know husbands who do. So let this be a warning from us model husbands to those low forms of masculine life who indulge in the in and-outdoor sport of wife-condemning.

Answer to 3 Psychiatrist S. H. Britt says the behavior of the parents toward each other is more important for developing well rounded children prepared for life and marriage, than the education or money the parents have. Humble, uneducated parents can have just as fine children as wealthy well-educated ones *if they love each other and the children*

Answer to 4 Yes. Psychologist Harvey Locke compared 200 happily married couples with 201 divorced couples. Three fourths of the happy husbands and 85 percent of the happy wives were church members. Only 60 percent of divorced men and 71 percent of women were church members. Far more of the happier attended Sunday School until they were 15 or 20 years old. Three times as many of the happily married men and twice as many of the happily married women attended church 4 or more times a month.



1. WHAT ARE THE FIVE BEST SIGNS THAT YOUR BOY OR GIRL IS A GOOD RISK FOR COLLEGE?

YOUR OPINION -

Answer to 1 According to Dean Max McConnt: (1) He has an IQ of 120 or better (He might get through below that but would have a hard time) (2) He is in the top two fifths of his high school class (3) He can read silently and quickly about 300 words a minute (4) He likes serious work and consults dictionaries, encyclopedias and reference books (5) He finished high school by 14 or younger

Answer to 2 Yes according to Dr. P. M. Wood, after giving anesthetics to 30,000 patients. He says this is partly because their bodies are smaller also that, although they have greater fear they control it better. More women than men say "If it has to be done let's get it over with."

Answer to 3 No not well, because according to Principal H. C. Spaulding of Antler N. J. high school in School and Society (paraphrased) "We have never tried to teach character but have tried far harder to train the intellect. We spend much more time and effort in teaching facts and bits of hand and eye than in teaching the moral skill for living relationships and moral character."



had been left out in the same way what a happy world it would be now!

Answer to 1 No What probably happened was that ages ago men began to admire women with small feet, and married them. Their daughters had small feet. The big footed women got left out. If the big headed, dominating women



always are. I think this is because a woman wants her picture to flatter both her age and her beauty while a man wants to look like the brute he is

Answer to 2 I have no research on this, but in my years of giving tests of beauty and intelligence to both men and women, I have rarely found a woman satisfied with her photographs, while men nearly



1. THE INTERMARRIAGE OF SWEDES, IRISH, FRENCH, RED, ANGLO, POLISH, ITALIAN, GERMANS AND JEWS INCREASED IN THE U. S. T.

groups. A fine example of American democracy at work, says the statistician, Dr. Louis Dulin.

Answer to 1. Yes, according to the statistical bulletin of the Metropolitan Insurance Co. The foreign-born are not only men and more taking American mates of American birth, but are increasingly marrying into other foreign-born



2. ARE WOMEN MORE ADAPTABLE TO CHANGING SURROUNDINGS THAN MEN? YES ☐ NO ☐

Answer to 2. No more women are less adaptable. Several studies show the women are more sensitive both to other people and to their physical surroundings than men. Even on a picnic, women want to carry table cloths, napkins, cups and saucers and silver, whereas men don't mind using one

straw with the ants and picking eggshells out of a hamper. Women are far more sensitive to the "right" curtains and home furnishings than men. All this means women are more civilized.



women are, or were, unhappy girls, usually from broken homes, unloved and feeling lost and inferior

Answer to 1 Not as a rule. According to Eleanor Hard Lake both psychiatrists and social workers have found that such promiscuity like excessive drinking, is a neurotic indication, not a natural healthy habit. Nearly all such



ARE THERE SOME TRAITS IN WHICH MEN EXCEED WOMEN AND OTHERS IN WHICH WOMEN EXCEED MEN? YES ☐ NO ☐

Answer to 2 Yes. Studies reported by Dr. E. L. Thorndike indicate men excel the average woman in accurate memory of what they read, independence, zeal for money making, in sports, humor and quick recovery from grief. Women excel the average man in talkativeness, gaily pa-

tience sympathy religiousness, industry and interest in other people. Scarcely any differences are found in truthfulness, tolerance, patriotism and other fine traits. The main thing is the smallness of the differences





1. IF YOU WORK EXTRA HARD AT YOUR JOB, DOES IT INDICATE THAT YOU LOVE IT, OR THAT YOU MAY BE NEUROTIC?  
YOUR DOCTOR



2. WHICH HAS THE MOST INTERESTING TIME IN LIFE: MEN OR WOMEN?  
YOUR DOCTOR

Answer to 1 It may indicate either. According to Dr. F. Robbins in the *Journal of Psychiatry*, some neurotics become "work addicts," not because they love the work but to drop their worries. Of course many healthy minded person work hard because they love their work. But often the neurotic clings to his work as an anesthetic—his own way of keeping from something worse.

Answer to 2 I think men do; but the Elmo Roper national survey in Aug. 46 showed only 35 percent of men and 36 of women think men have the more exciting life. Twelve percent of both men and women think women get the most kick out of living. The rest either think there is no difference or don't know.

3. IS YOUR VOICE ACQUIRED OR NATURAL?  
YOUR DOCTOR—



Answer to 3 To some extent both. Your vocal cords and the size and shape of your vocal box are largely inherited, but your tone quality and inflections are due almost entirely to your having imitated the voices of your parents or teachers when a child.



1. IF HUSBAND AND WIFE DIFFER ON MANY PROBLEMS, DOES THIS NECESSARILY MAKE THEIR MARRIAGE UNHAPPY? YES ☐ NO ☐

Answer to 1 No Emily H Mudd, famous Director of the Marriage Council at Philadelphia says, "The happy marriage is not one in which there are no problems, but one where the problems are settled successfully" A Marriage Council in every large town and in every rural county seat would reduce divorce by one-half over night



2. DO PARENTS OFTEN RUIN THE LIVES OF THEIR CHILDREN BY BEING TOO AMBITIOUS FOR THEM? YES ☐ NO ☐

Answer to 2 Yes. Usually because they are determined their child shall succeed where they failed. As related by philosopher H A Overstreet a woman who had longed to be an opera singer married and had a daughter who would have made a good sturdy nurse or successful cook. The mother pushed the girl into music and nursed her thin voice along trying to gain through the daughter

the success that had been denied her Many non-college parents push their children through college for the same reason.

### Question

When you criticize others are you often expressing your own desires to be like them? Yes ☐ No ☐

Answer Yes This is nearly always the case when we criticize persons who are richer or handsomer or smarter than we are



ILLAGE VIRTUES GOOD CHARACTER  
AND HEALTH MORE LIKELY TO  
DROP OUT IN HEREDITY THAN  
WEAKNESSES AND DEFECTS ?  
YES ☐ NO ☐



3. WHY DO MEN  
LIKE MEN ?  
YOUR OPINION -

Answer to 1 Yes, many if more. First, because there far more virtues than defects in the human race. Second, virtues and health are mostly what are called "dominants" in heredity which means they never skip a generation. Defects are the most "recessive" traits, which means they can skip one or a hundred generations. They don't crop out unless both parents show them or carry them in their germ cells. How fortunate!

Answer to 2 Dr. W. F. Thomas and P. T. Young had 676 Un. of Illinois students check reasons why they liked or disliked people. The women's votes for liking men ran: Intelligent, 154 Considerate, 102 Cheerful 70 Manly 70 Conversational 62; Sense of humor 61 Handsome, 61 Common interests, 53 Entertaining, 50 Good sport, 44

Answer to 3 Freud had the theory that boys seemed physically more complete than girls. Dr. Helen L. Koch thinks that although girls surpass boys of the same age in scholarship they are so often worried by athletics that they come to feel inferior. Also, even nursery school girls vaguely realize the deference of their mothers to their fathers.



2. IS IT UNWOMANLY AND IMMORAL FOR A GIRL TO USE HER BEADING TO GET A HUSBAND? YES — NO —



3. ARE HUSBANDS AND WIVES WHO BELIEVE IN BEING "FAITHFUL" ANY "DEATH" HAPPIER THAN THOSE WHO BELIEVE IN AN OCCASIONAL FLING? YES — NO —

Answer to 1 No If she doesn't she will likely die unmarried. Most School Boards insist on teaching geometry Latin, French Spanish and things of little or no use, but do not teach boys and girls how to size up the opposite sex, and what to look for in a life mate or how to attract one.

Answer to 2 Yes Prof L. M. Terman Stanford, secured answers from hundreds of couples as to whether their marriage partners were "faithful" or "unfaithful" Then sociologist Hornell Hart, Duke U., measured the happiness of the two types on his Euphorimeter (Happiness Measurer) The Happiness scores of the "unfaithful" ran minus 50 to minus 100



4. WILL ANALYZING YOUR WORRIES AND PROBLEMS WITH ANOTHER PERSON MAKE YOU THINK TOO MUCH ABOUT YOURSELF? YES ☐ NO ☐

Answer to 3 No not if you keep your mind fixed on that word, "analyzing" If you merely weep on another's shoulder you are doing the worst thing you can do Calmly talk over your fears and worries with a friend or a trained counselor as though you were analyzing someone else's problems.

VENTURED  
PROBABLY



2. IS THE CHIEF  
CHARACTERISTIC OF  
JEALOUSY HATRED OF  
THE OTHER PERSON?

YES ☐ NO ☐



3. IF YOU SIT IN FRONT  
OF A TARGET AND  
IMAGINE YOU ARE  
THROWING DARTS AT IT,  
WILL THIS IMPROVE  
YOUR AIM?

YES ☐ NO ☐



1. CAN INSANITY BE PREVENTED?

YES ☐ NO ☐

Answer to 1 In many cases, yes according to the National Committee on Mental Hygiene, Washington, D. C. They showed that more than half of the persons placed in good hospitals for the insane are cured and returned home as normal healthy citizens. The earlier one's family recognizes one's mental disturbances and secures psychiatric treatment the better

Answer to 2. Yes The injured partner has been living with complete confidence in the mate. Then the "other party" appears. Instantly the injured one fears his or her security is lost. Then this fear turns to hatred of the person who has destroyed this happy secure feeling of

love and confidence.

Answer to 3 Yes Psychologist R. A. Vandell and others have shown that "mental practice" in throwing darts at a target, in which the person sits for a period each day in front of the target, and imagines throwing at it, improves his aim as much as actually throwing the darts! So, on rainy days, just imagine you are making rhythmic golf swings — and better your game.



1 WHAT IS THE MOST IMPORTANT THING PARENTS CAN DO FOR THEIR CHILDREN? YOUR OPINION



2 IF A PERSON HAS NEVER LEARNED POISE CAN HE HAVE LEARNED MUCH ABOUT LIFE? YES ☐ NO ☐

**Answer to 1** Quit solving their problems for them as early in life as possible. Teach them how to do without their parents, and to depend upon themselves. If done wisely instead of losing their love, especially that of teen-agers, it builds up a spirit of cooperation and the companionship of equals in meeting life's problems.

**Answer to 2** No. Learning poise—another name for quiet, intelligent confidence in one's self—is just about the sum total of education. A person who has not acquired poise has not learned his abilities and, if he does not know his abilities, he lacks self-confidence. Without knowing his limitations, he is likely to have too much confidence, to try the impossible. No, if he has not learned poise he has not learned how to get along with people and feels either inferior or superior to others.



3 DOES A CHILD LEARN PLEASANT WORDS MORE EASILY AND RAPIDLY THAN UNPLEASANT WORDS? YES ☐ NO ☐

**Answer to 3** Apparently so. Psychologist E. A. Davis found 136 children, age 5 to 9, used 1057 pleasant words for every 80 unpleasant ones and twice as many words expressing big news as those expressing small news.



Answer to 1 Partly "born that way" but they learn a large portion of their charm. They learn to have a well modulated, interesting voice, they learn how to talk and act toward men for no woman is fair to herself if she has not learned these things. They learn what pleases and displeases others, in short, learn skills that "serve and interest others" —the secret of personality



Answer to 2 For nearly five years psychologists H. Barre Jr., and W. A. Bousfield, of Tufts College gathered evidence from college students as to the number of hours they were in the habit of sleeping. On the average the women slept 52 minutes longer than the men, out of each 24 hours. Maybe this means the boys should leave 52 minutes earlier so the girls can get their beauty sleep.



Answer to 3 No. Some of the friendliest people, who are helpful, kindly, generous, always doing things for others, have no friends. Such people also have no enemies, but having no enemies is no proof you will have friends. Dr. Metcalf E. Bonney proved that if you want friends you must do more than "be friendly" you must do something and be something.

2. WHY DOES SUPPRESSING  
A BOOK INCREASE ITS  
SALES?

YOUR OPINION \_\_\_\_\_



2. CAN YOU BREAK A BAD HABIT  
BY DOING IT TO EXCESS?

YES — NO —

Answer to 1 Because people think the book must be "awfully good," and contain a lot of alluring sex scenes or it would not have been suppressed. Added to this is the aggressive feeling which *frustration always arouses*. If people want something they can't get it makes the desire to get it many times stronger.

Answer to 2 Yes, if done properly. Dr. Knight Dunlap has developed this method called "negative practice." By repeating your typing errors such as "hte" for *the* the habit will vanish after practicing *hte* a few minutes for several days. Nail biting, fidgeting, face-rubbing if practiced with the clear *intention* of curing them, will vanish.



3. WHICH REVEALS  
YOUR AGE MORE: YOUR  
LOOKS OR YOUR ACTIONS?

YOUR OPINION —

Answer to 3 *Actions*. No one of 60 can look 25, but Gelett Burgess maintains you look 11 years younger by acting 11 years younger. Easy as that! The youngest looking woman I know brings me back each year a jolly bunch of spicy stories from Paris. She's 87! *Acting young is the best way to look young.*





1. IS IT BETTER TO MARRY THE BLACK SHEEP IN A GOOD FAMILY THAN THE WHITE SHEEP IN A BAD FAMILY? YES - NO -

2. ARE THE NAMES PARENTS GIVE CHILDREN OF GREAT IMPORTANCE FOR THEIR FUTURE? YES - NO -



3. DO PEOPLE WHO ARGUE DESIRE TO GAIN NEW LIGHT ON A SUBJECT? YES - NO -



Answer to 1 Usually yes, for the sake of the children. The good individual from bad stock merely had good luck in being born from a good germ cell. But he carries in the same cell some of the bad traits of his family. A wise Norwegian proverb states, "Marry not the maid who is the only good maid in the family." Each mate marries the entire family tree of the other.

Answer to 2 Yes. One survey shows such names for girls as Pansy Violet Daisy Faith etc., and, for boys, Reginald, Percy Shirley etc., are often a life handicap. Still they are probably better than Mikewald Cend-Wrandrakist, who, if the

dispatches are correct, had his name changed to Linkoh Dislgrowels Wrandraught-molkets because the former was "unlucky." Good luck to you, Link!

Answer to 3 No. Their sole object is to change the other fellow's mind to their point of view. The arguer is so pleased with his own ideas that any difference of opinion irritates him. This is especially true in husband-and-wife and parent-and-child arguments.



1. IS IT NATURAL FOR CHILDREN TO HAVE CURIOSITY ABOUT MATTERS OF SEX? YES ☐ NO ☐



2. WHEN APPROPRIATE MESSAGES SHOULD EITHER PEOPLE OR ORGANISMS REVEAL EMOTIONAL FEELINGS ABOUT PAST PREDILECTIONS? YES ☐ NO ☐

**Answer to 1** Yes. However according to the late psychologist Ernest Groves, some psychologists have exaggerated the importance of this because they fail to realize it is just a part of a child's *natural curiosity about everything*. He said the tragedy is that older folks treat this sex curiosity differently from the child's curiosity about why it rains, or the sun shines, etc. That's a mistake.

**Answer to 2** No provided they *are past*. The notion some lovers have that each should confess past sex experiences, is an unconscious effort to rid themselves of a sense of guilt and a desire to obtain a sort of forgiveness. If it is not going to affect your married life it is the part of wisdom to forget the past.

3. CAN PEOPLE OF 40 AND 45 YEARS LEARN AS WELL AS HIGH SCHOOL STUDENTS?

YES - NO -



**Answer to 3** Yes, frequently better as the extensive experiments of psychologist E. L. Thorndike have shown. Even old rats learn better than young ones, as shown by experiments of Stanford psychologist Calvin Stone. "Age" says Thorndike, "is no handicap to learning anything you *want* to learn."



"bashful" Maybe this is why while only 24 percent of the men had never made love to a girl 59 percent of the girls had never had love offered them



the excitement and pleasure of bodily senses; side-stepping duties and obligations and substituting rosy alcoholic day dreams ~ That kind of person doesn't *dare touch alcohol*

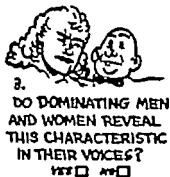
Answer to 1 -Yes. On Emotional Instability Tests four times as many men students as women students said they "felt happy most of the time" three times as many men found it "easy to laugh" Three times as many of the women were afraid of responsibility" and twice as many were

Answer to 2 Both The National Committee on Alcohol Hygiene describes the heavy drinker as follows "Has a self-ampening tendency and refusal to tolerate any unpleasant state of mind drive for self-expression, without will power to take practical action unusual craving for



**Answer to 1** Not quite but recent statistics show that while two cannot live as cheaply as one, yet *two can live about two-thirds as cheaply as two can live separately*

**Answer to 2** True, and immensely important in your philosophy of life. Mrs. Greenie, in her fine book, *Be Your Age*, says there are many old men and women whose real beauty with their fine complexions due to healthful living white hair and cultivated manners and speech, surpass the gayest, prettiest belles or handsomest swains. They have grown old, not only gracefully but artistically and have a beauty young people can never attain



**Answer to 3** Apparently not. Drs. P. Eisenberger and Eleanor Zalowitz, Columbia U., had phonograph recordings of the voices of 8 extremely dominating and 8 extremely submissive (non-dominating) college girls played for a group of 43 college students to judge which was which. The judgments of both men and women were scarcely better than guessing



1 DO BRIGHT HIGH SCHOOL AND COLLEGE STUDENTS ACHIEVE AS MUCH IN PROPORTION TO THEIR ABILITY AS DO AVERAGE AND SLOWER STUDENTS? YES ☐ NO ☐



2 THALES, GREEK PHILOSOPHER, WAS ASKED WHAT WAS THE EASIEST THING IN THE WORLD TO DO. GUESS WHAT HE SAID. YOUR opinion \_\_\_\_\_



3 DO PEOPLE HAVE MORE FUN NOW THAN FORMERLY? YES ☐ NO ☐



4 DO BOYS AND GIRLS GROW MORE AT ONE TIME OF THE YEAR THAN THE OTHER? YES ☐ NO ☐

5 ALL AS EVER SAID "THE MOST REMARKABLE FACT OF MAN'S ANATOMY IS, IF YOU PAT HIM ON THE BACK, IT MAKES HIS HEAD SWELL" YES ☐ ALIKE ☐



Answer to 1 No The grades of 385 college students were compared by psychologist Philip H. DuBois with their Intelligence Test scores. He said, "the lowest achievers in proportion to their ability tend to have the highest scores in mental tests, and vice versa. Bright students can do a lot of loafing and still pass while slower students have to work and often far outdo the brighter ones both in college and life."

Answer to 2 "To give advice" Usually when you ask a person to give you his "honest advice," you don't want it, and won't use it, but the giver gets a kick out of giving it. To give truly intelligent advice is the hardest thing in the world.

Answer to 3 Doubtful Dr. Goodwin Watson says (paraphrased) "What substitutes now have we for the good times our forefathers had meeting to build the church, or boil down sugar or at cornhuskings or barn raisings, or spelling bees, taffy pulls, quilting parties and for seeing Nellie home? Grand opera, motion pictures, museums and lectures seem tame in comparison. The solution is to find more new ways of having fun that feature group participation."

Answer to 4 Yes The right grip, left grip, pull and hitting power of 90 boys and 90 girls were measured regularly for seven years. Among the girls about three fourths of the growth in strength occurred in March, April and May, with nearly all the remaining growth in the summer months. The boys followed essentially the same pattern—their biggest spurt in growth occurring in April. Dr. Harold F. Jones made this study.

Answer to 5 That is better than it is stated in all the learned researches in "The Effects of Punishment and Reward." Even rats respond to rewards of food, and dogs and cats will do almost anything for you if you pet them. True, the psychologists find punishment *rightly directed* also speeds up work or right conduct, but it doesn't swell a person's head. Anyhow, this doctor has the right dope.



**Answer to 1** Chiefly because they do not develop the traits men like and develop many that men don't like, according to Dr. Clifford Adams in his *How to Find a Mate*. He says men like broadmindedness, loyalty to friends, truthfulness, tolerance, affection, optimism, tact, ability to accept criticism. They don't like jealousy, hot temper, intolerance, anxieties, day dreaming and blaming others for mishaps. Look yourselves over girls.

**Answer to 2** Fortune Survey showed that of the men 25% say men have it easier, 16% say women, 21% say no difference. But of the women surveyed 41% say men have it easier, 33% say women and 18% say no difference.

**3. DO PEOPLE GENERALLY MAKE THE MOST OF THEIR ABILITIES?**



**Answer to 3** Tragically no. Psychologist R. H. Sennott trained 30 good and bad sleepers, and succeeded in making most of the poorest sleep as well as the best. Think of the vast social abilities we have for making friends, which we never exercise, sometimes even using them for making enemies!



Answer to 1 One of the truest truths this inspiring lecturer and humorist ever uttered. He added, "It's like knitting a sweater you never expect to wear" There can never be real satisfaction for either man or woman, in being in love

with no prospect of ever living together But millions try it, and this won't stop them.



Answer to 2 According to psychologist Marie Ray they are a *vocation*, an *avocation* or *hobby* *social activity* and *friends*, and *physical exercise* Psychologist J W Bridges says one should work at developing his personality just as an artist works to paint

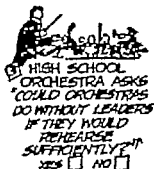
a picture or carve a statue. All parts must be in proportion—friends, but not too many work, but not all work and no play some music, some poetry some romance, but not always seeking romance and poetry—in short, a balanced life.





**Answer to 1** No She might be very loving and responsive as a wife. A lot of girl just don't care to go in for petting until they find the one to whom they can give all their love and emotion. But it is not a very good sign if they can't discuss the subject frankly or have the notion that all "sex" is something to be ashamed of.

**Answer to 2** No You can see words only when your eyes stop. You read by jerks and jumps. Slow readers jump from word to word, but good readers take in three or four words at each jump. This is called "phrase reading." This method enables you to read two to five times as fast as otherwise and you understand better what you read.



**Answer to 3** No, because the members of an orchestra are only parts of one great instrument on which the conductor, himself is playing. A Chicago orchestra tried doing without a leader but the music lacked color, imagination and power, because the principal player—the conductor—was absent.



Answer to 1 Very unwise, unless done with great tact. This is shown by the study of badly injured GIs made by three women psychologists Ladieu Hausmann and Dembo. They find it frequently rouses the following reactions (1) implies being pitied (2) points out disability (3) makes one feel he is "different" (4) prevents learning to help himself (5) means

being spoiled and babied. Use advice



Answer to 2 Probably not. Drs. Diserens and Wood studied the beliefs and non beliefs of 101 men and women U of Cincinnati students, in fortune telling by cards palmistry tea and coffee grounds, Astrology, Spiritualism, Phrenology and Slate-writing. Only 19 percent of the women, but 40 percent of the men believed in one or more of these forms of fortune telling. However two other

similar studies found more women than men accepted beliefs.



Answer to 3 Yes, possibly better. The Minnesota Tests of Mechanical Ability have shown that college graduate women do about as well as 8th grade boys on tests that require only *mechanical training* but do as well as college graduate men in *actual inborn aptitude*



Answer to 1 Keeping yourself an *interesting person*. This does not mean using wiles, tricks and efforts to "hold" your husband or wife. As one humorist says, "A husband that has to be held ain't worth holdin'." But statistics show that couples who celebrate their golden wedding have bound their lives together by *many mutual interests*—children, books, games, friends, dancing, music and hobbies, etc. They grew together because both have kept on growing.

Answer to 2 According to a keen social student, Marjorie Greenbie, they like neat, pretty girls they can feel proud to take out—also girls who are genuinely friendly and sweet tempered, but not softy and gushing. They like them even rather spicy and sharp—but not unfair or unkind—girls who flatter subtly but don't lay it on too thick—girls who talk well without being "high brow" and who listen without seeming bored—and girls with nice friends who like games, parties and fun.

Answer to 3 Heavens, no! Husbands are either the worst or the best of God's gifts to women. But whether good or bad, they are worth at least one try-out. As several eminent marriage counselors soberly advise, "Don't read about how to meet the opposite sex—go out and meet them." It's a grand sport, and has stood the test of time. Shakespeare, Goethe and Cleopatra all tried it, with success. So as they say "Good hunting to you! Bring 'em back alive!"

Answer to 4 No. It is the educated student, recently out of college. As R. DeWitt Miller analyzed it during the depression when an uneducated man is unemployed, hopeless, bitter and hungry—he may steal or join a mob. But the educated man can analyze, talk and write. He doesn't join a mob—he leads one. He scraps his college ideals, undermines government with propaganda and calls for a new "system."



Answer to 1 It's risky according to the International Y M C A I we every boy and girl could read their booklet *Petting Wise or Otherwise*. If the attitude against sex is overcome by a tactful partner says this pamphlet,

is about like marrying a feeble-minded person. Hosts of married couples are morons about sex.



Answer to 2 Yes. The Population Reference Bureau Washington shows that women college graduates aged 45-49 have had barely half enough children to replace the parents high school graduates, same age four fifths

enough children for replacement But women, same age with fourth grade education or less have had nearly twice the number necessary to replace the parents Fourth graders are practically doubling their numbers every generation; college women are dying out 50 percent every generation.



Answer to 1 (1) Am I physically and mentally fit? (2) Do I have sufficient emotional stability? (3) Will I be able to "keep the wolf from the door"? (4) Are our race, morals religion, education and standards of living very similar? (5) Have we

similar ideas as to the place of woman in the family and similar desire for children?



2 DO SCIENTISTS KNOW WHAT MAKES PEOPLE HAPPY? YES ☐ NO ☐

Answer to 2 No not positively Dr Goodwin Watson found the common, simple things are, for most people, the essentials of happiness—friends success in congenial work, good health love of nature, and marriage. The

following things, he found, did not make people any happier alcohol clubs churches, dancing cards, automobiles Married people are happier than the unmarried, but whether they are naturally happier or marriage makes them happier is not clear



2 WHY SHOULD MORE CITY PEOPLE MOVE TO THE COUNTRY ?

YOUR OPINION —



3 ARE NEW WORDS COINED BY SCHOLARS OR BY CHILDREN AND ILLITERATES ?

YOUR OPINION —



1 ARE THERE CERTAIN DAYS HOURS AND MONTHS WHEN NEARLY EVERYBODY IS HAPPIER THAN AT OTHER TIMES ? YES — NO —

Answer to 1 Probably Psychologists N N Springer and S Roslow had 133 male students check when they felt the best and the worst, with 10 degrees from best to worst. The results indicated they averaged worst the first and last half hours of the day worse on Monday than on any other day and worse in Jan., Feb and March than in other months.

Answer to 2 So they can rear more children in a favorable environment and yet keep their nearby city jobs, says Prof O E Baker leading expert in agricultural economics. He advises against trying to farm, for

as he says, "We already have too many farmers."

Answer to 3 Mostly by children and illiterates says Dr Rudolf Fleisch in his fascinating book, *The Art of Plain Talk*. He says scholars use established words, while children and illiterates use short cuts and often make up new words or change old ones. Slang words—by college students, gangsters etc — often become "respectable" later



1. IN JUDGING A PERSON'S CHARACTER, IS HIS OR HER PHOTOGRAPH A HELP?

YES - NO -

2. DO MEN AND WOMEN UNDER THE SAME CIRCUMSTANCES TEND TO REMEMBER THE SAME THINGS? YES - NO -



3. WHICH IS MORE IMPORTANT FOR SUCCESS: BOOK LEARNING OR LEARNING HOW TO GET ALONG WITH PEOPLE?

YOUR OPINION



Answer to 1 No although many business want ads request applicants to send photographs. As psychologist A. P. Sperling says in his excellent book, *Psychology for the Millions* if you had the photographs of a murderer, farmer, maniac, storekeeper, moron, bank president, college president and reporter you could not select the abnormals from the normals any better than if you had only their first names, John, Jack and Joe.

exceed boys in remembering about furs, but boys are far superior in remembering about electricity.

Answer to 2 No Each tends to remember the things in which they are interested. Psychologist W. H. Pyle showed that girls far

Answer to 3 Getting along with people is more important for success than all other knowledge combined. In her fine new book, *Secretaries Who Succeed*, Esther R. Becker states 87 percent of people who are fired are fired because they can't get along with others.





Answer to 1 Many researches indicate they are and the fact that they showed exceptionally high ability during the war especially in all forms of analytical and precise work requiring painstaking patience, is further evidence. Surveys show that nearly as many women as now employed as during

the war because of what a leading manufacturer calls "coordination of hand and brain, and *limitless patience*" Without the latter they couldn't live with us husbands, could they?



Answer to 2 Yes. It is when you have learned to tell circumstances to go to the devil and discover that happiness is inside you not outside. That wise writer Miss I A R Wyke says her moments of highest happiness have come when "I did not care what happened to me—whether or not I caught my annual

horrific cold whether my bank broke or remained solvent whether I loved or lost." In other words happiness depends upon being a complete grown-up independent of circumstances



Answer to 1 Yes. Because she feels if she makes mistakes her superiors will lay it to her sex. So she becomes over conscientious, over-exacting to prevent having it said about her mistakes, "Just like a woman" She knows women are supposed to be over-sympathetic, so she tries to be

stern and determined Or in order to make good, she over does the charm and sympathy angle. Being a woman boss is a tough assignment.



Answer to 2 Yes, so long as they are not conspicuous by their absence, and do not indicate insanity Men like color as well as beauty of line and delicacy of texture, just as women do although women pay more attention to these features than men do There is

something left out of his inborn nature or education if a man does not enjoy looking at a well dressed woman



1. DO WOMEN HATE  
AS INTENSELY AS  
MEN?

YES - NO -



2. WHAT DO WOMEN  
DISLIKE IN MEN?

YOUR OPINION -

Answer to 1. Probably not, although they hate such different things it is hard to compare them. In his famous study *Sex and Personality* psychologist I M Terman found masculine-minded men and women somewhat more intense in both their likes and dislikes than feminine-minded men and women. Probably then, men hate more intensely than women.

Answer to 2. Continuing with the study of 676 U of Illinois students, the women cast 122 votes for "conceit," as the quality most disliked in men. Selfishness got 33 votes; unmannerly 30; overbearing 27; deceitful 24; unintelligent, 21; boastful 16; ill-tempered, 12; unfair 12; bold 11. Girls, what's your vote?

3. SHOULD THE PUBLIC  
SCHOOLS FURNISH  
CHILDREN WITH TYPE  
WRITERS AS THEY DO  
TEXTBOOKS?

YES ☐ NO ☐



Answer to 3. I think so. A careful experiment in 12 cities showed that if children of 5 or 6 years old and up are given one portable typewriter for every 1 children, it improves their schoolwork in every subject 25 percent and in arithmetic 30 percent.



Answer to 1 The "old-fashioned girl" This fact stood out above everything in dividing the happy from the unhappy wives in the study of nearly 800 couples by Dr. L. M. Terman. There were exceptions, but the typically happy wife was modest, though self-confident, had a good sense of humor was sympathetic, conservative, enjoyed dances rather than plays, was not continually seeking for romance, and believed in conventional morals.

Answer to 2 Partly masculine prejudice. Mostly however because a woman's future is more uncertain than a man's. If she is unmarried, the employer does not know that she will remain unmarried. If a man is unmarried, they rather hope he will marry as it increases reliability. But if a woman marries, she will either leave them or her interests will be divided.

Answer to 3 No it shows she is a rather silly wife. Nothing embarrasses a business man more than to have his wife call when others are around to tell him about the baby's new tooth, or her quarrel with the grocer's boy.



1. SURVEYS SHOW MOST YOUNG PEOPLE WANT TO MARRY AND HAVE 3 OR 4 CHILDREN. IS THE REASON THEY DON'T HAVE THEM THAT THEY CAN'T AFFORD THEM? YES - NO -

2. ARE THINGS UNDERTAKEN ON FRIDAY MORE LIKELY TO FAIL THAN THOSE ON OTHER DAYS? YES - NO



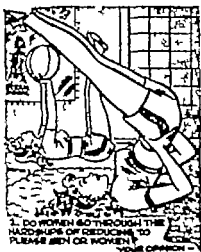
3. HIGH SCHOOL CLASS ASKS "CAN EVERY AMERICAN CITIZEN OVER 21 AND NOT A CONVICT VOTE?" YES - NO



Answer to 1 Yes, but only partly so. If this were the only reason the richest people would marry earliest and have the largest families. But they marry at about the same age as poor folk, and have the smallest families while the very poorest have the biggest families. However among the educated middle classes, which should have the largest families the chief reason for small families is economic.

Answer to 2 No they are more likely to succeed, because a lot of silly superstitious people are afraid to start things on Friday. Thus you have less competition. And Friday is the safest day of the week because those same quaint people take extra precautions. And Friday the 13th—there's the best day of all.

Answer to 3 No. Under the Constitution each state has the right to make its own regulations as to who can vote, except that no person may be denied a vote because of "race, color or previous condition of servitude," or sex. In most states idiots, insane persons and convicts are not permitted to vote.



en of all sizes and types of architecture, but women now adays have a willowy fad on the brain and are willing to starve for it.

Answer to 1 "Women," said Fannie Hurst recently. She said she had lunch with a "reduced" woman who ate like a canary bird, while she, then quite hefty felt so embarrassed she resolved to make herself equally invisible — to please women not men. She thinks men like wom



2. WILL THERE BE MORE HAPPY MARRIAGES AND FEWER DIVORCES IN THE FUTURE THAN AT PRESENT?

YES ☐ NO ☐

love, marriage, etc. (3) marriage tests can now predict before marriage with amazing accuracy what couples will be happy or unhappy (4) Marriage Counseling Centers like the Institute of Family Relations in Los Angeles, are multiplying. Looks good to me!

Answer to 2 I may be sticking my neck out I answer Yes, confidently. For four reasons (1) Marriage courses in high schools and colleges are rapidly increasing (2) these courses pull no punches, and the teachers and students talk "right out in meetin'" about sex,



**Answer to 1** Probably so. Psychologist Dudycha found among 129 college students, that the women reported considerably more experiences of getting hopping mad than did the men. However the women also reported more joyful experiences and they were three times as likely to report experiences of shame and guilt. Strange to say the men more often reported having been scared.

**Answer to 2** Yes. According to Dr. Paul Witty, psychologist. However it is a bit appalling to learn that about one-third of all high school pupils cannot read well enough to understand their text book. They can read only as well as fifth grade pupils.

3. WHAT IS THE CHEAPEST WAY TO GET GOOD GOVERNMENT?  
YOUR OPINION



**Answer to 3** In my judgment, we'll get good government only if we pay high salaries to government leaders and administrators. We can't hold able men in government service unless our government is willing to compete with business for the services of able men. And that takes a great

deal more money than the government now pays.



1. DOES THE OXYGEN LADIES  
WANT HAVE EXACT CONFIDENCE  
IN HIS "POWER OVER WOMEN"?  
YES ☐ NO ☐



2. DO COLLEGE STUDENTS  
BELIEVE "PETTING" NECESSARY  
TO A GIRL'S POPULARITY?  
YES ☐ NO ☐

Answer to 1 No He is afraid for his own manliness, and is constantly seeking new conquests to bolster up his self confidence. Every woman is a challenge to his feeling of inferiority and his only escape is through exaggerated efforts in dress and other blandishments—not so much to win her as to gain a feeling of superiority for himself

Answer to 2 No A study of 364 men and women junior and senior students in Cornell U., showed 90 percent believed petting not necessary to a girl's popularity and nearly 90 percent believed necking not necessary. Just where they draw the line between "petting" and "necking" I don't know. Do you?

3. NEWS FLASH: CHURCH  
INSTITUTES "DATE NIGHT"  
FOR TEEN AGERS



Answer to 3 Extremely wise. This dispatch states that the Rev William Thomas Heath, Buffalo N. Y., has established "date nights" especially for teen-agers to dance, play table-tennis, checkers etc., and read books and magazines. What better setting could be provided for young people to size each other up as possible marriage partners?





2. IS IT TRUE THAT PROGRESSIVE  
IDEAS AND CHANGES ARE MADE  
ALL MADE BY YOUTH?  
YES ☐ NO ☐

Answer to 1 No, Psychologist Harvey Leiman has shown that a majority of the great masterpieces in science, art and literature were made by people over 35, many by men over 50. Dr C Alexander shows that the 100 most important inventions since 1800 were made by persons of an average age of 38 over 70 percent by persons over 30 This is hardly "youth."



3. WHY SHOULD EVERYONE BE  
SPENDING MONEY ON A PERSON WHO  
GOES TO A PSYCHIATRIST FOR HELP?  
KIND OF ANSWER

Answer to 2 Because every one stands one chance in 100 of some day being committed to a mental hospital and a still greater chance of needing psychiatric counsel. Further we should realize that each of us is to some extent selfish, lawless, thoughtless, lazy, sensitive, fearsome, unfriendly, unsociable, unimaginative and illogical, and that mentally ill people are only a little more so.



4. ARE WOMEN LESS PUNCTUAL  
ABOUT KEEPING  
APPOINTMENTS THAN MEN?  
YES ☐ NO ☐

Answer to 3 Yes. Surveys show more women than men are not only late for appointments, but *think it doesn't matter!* Queen Elizabeth of England, was famous for being late or forgetting appointments entirely. More women than men today have that royal notion—whether it is inborn, or just a habit.



Answer to 1 Yes. Each one has his own ideas about what is good for Johnny and Mary and because of their devotion to them, each insists his way is best. One believes in spanking, the other was reared in the non-spank school. And when they differ on the religious training of the children, they are up against one of the major causes of marital unhappiness.

Answer to 2 Yes judging from many well known examples. Some husbands are generous enough to be proud of their wife's fame, but they are exceptions. Where the husband is famous in one line and his wife famous in another they usually hit it off well. But a famous or clever woman has to watch her step not to make her husband feel he is a worm.

3. WHEN A PARENT SAYS TO A CHILD, "NOW THINK HARD! WHERE DID YOU LOSE YOUR ANSWER?" DOES THIS HELP THE CHILD RE-MEMBER? YES ☐ NO ☐



Answer to 3 No. It tends to block all thinking and substitute anxiety and fear of punishment for clear thinking. Anxiety to learn reduces ability to learn. A general desire to learn is helpful but any feeling of pressure, or anxiety about the results is harmful.



1. SHOULD YOUNG MEN AND WOMEN BE TAUGHT IN HIGH SCHOOL HOW TO CHOOSE A MATE?  
YES ☐ NO ☐

Answer to 1 Yes, Marney expert Dean Buehns said recently (paraphrased): "We permit a boy to choose his life partner while in an emotional period during which he shouldn't trust him to select a necktie. Some girls show more discrimination in buying a hat than in choosing a husband. The only remedy is having marriage courses in schools."



2. WHAT IS THE BEST SHOT FOR A YOUNG MAN WHO COULD BE TO HAVE ABOVE THEIR OWN?  
YES ☐ NO ☐

Answer to 2. I think they should hang this motto, not only on their wall but on their hearts: "There never was a fight that could not have been put out at the beginning with a tepid cupful of water." Too often a little quarrel may run on and on until it ends in the divorce court.



3. IS IT TRUE THAT PARENTS AND THE HOME ARE LOSING THEIR HOLD ON THE YOUNG PEOPLE OF TODAY?  
YES ☐ NO ☐

Answer to 3 Probably not. Psychologist Maurice Smith, U of Calif., secured the opinions of parents, teachers and high school seniors on 120 controversial questions about family, church, school, industry and state. The attitudes of the young people about home, marriage, children and all social obligations, were almost identical with those held by the parents and teachers.



Answer to 1 Psychologists W. C. McKain, Jr and C. A. Anderson answer yes. The explanation seems to me to be that hard times tend to bring together persons of similar age, interests, temperament and philosophy of life. In an easy lush period many men relax their ideas and change their standard of what is desirable in a mate. The hard time selections are probably the wiser ones.

Answer to 2 No Harvard U Vocational Guidance Bureau found that two thirds were discharged for the following causes: Insubordination, unreliability absenteeism, laziness, trouble-making, drinking dishonesty loafing, habitual lateness. Only one third were fired for lack of ability.

Answer to 3 Because they do not realize it indicates they either have poor intelligence, or are too lazy to learn. Psychologist E. G. Williamson, U of Minn., found by experiments that anyone can greatly improve his spelling yet good spellers on the average have higher school intelligence than poor spellers. His experiments indicated the more you learn the meaning of words the better you can spell them.



1. WHAT IS THE ONE THING  
PARENTS SHOULD TRY TO  
UNDERSTAND IN TEEN-AGE  
BOYS AND GIRLS? **YOUR OPINION**



2. CAN  
TEENAGE  
REMEMBER  
PEOPLE'S  
FACES  
BETTER  
THAN  
MEN CAN?  
YES ☐ NO ☐



3. SHOULD PEOPLE BE AS EXCITED  
OVER THE NEW COURSES IN  
MARRIAGE IN OUR SCHOOLS AND  
COLLEGES AS ABOUT POLITICS,  
RISING PRICES, TAXES, ETC? **YES** ☐ **NO** ☐



4. "WOMEN ARE BECOMING  
MORE AND MORE DISCONTENTED  
WITH BEING MEN'S MOTHERS  
AND WIFE-MANAGERS," SAYS  
DR. MARGARET EAD  
—JOHN BRADY

Answer to 1 Their *daydreams*—the chief concern of the teen-ager is with himself and what the opposite sex thinks about him. These are the chief things in his thoughts and daydreams. Unless parents recognize this, understand and cooperate with it, the youth will likely build a wall between himself and his parents, and live in his own dream world, and that may determine the whole course of his life.

Answer to 2 Probably so. In one experiment by psychologist T. H. Howells, Colorado U., men and women students were required to look for 10 seconds each at 6 different photographs of 42 individuals, then match the photos with those of the same individuals in different poses, arranged on a large chart. The women did better than the men. Apparently women scrutinize other people's faces more carefully than men, and remember them better.

Answer to 3 Yes, because they promise more for human happiness than the settlement of any other public question. Dr. Lawrence Frank says: "What we today are calling education for marriage and family life, may in years to come, be recognized as the first steps toward a reorganization of our culture—something of far greater significance than all the political movements."

Answer to 4 Probably so, because there are now more attractions and creative opportunities for women. Dr. Mead's main remedy is more labor-saving inventions and *husbands doing more home work!* Good, but I don't know of any invention for changing diapers or curing babies' tummy aches. Yet Dr. Mead is a wife and mother and should know I'm for anything that will keep women from being listed in the census as merely "housewife."



Answer to 1 Not with much certainty DePaul psychologist W. Middleton had 12 men and 12 women students write a sentence, and then submitted these specimens to 100 men and 100 women to judge the writer's sex. Only 59 percent of the men and 64 percent of the women could tell whether the writer was a man or a woman. Numerous other experiments confirm this one.

Answer to 2 Sex disasters and comics according to poll by United Press. At a Boston secretarial school, headline "Man Attacks Woman," was rated tops. "20 Killed in Plane Crash" ran a poor second. A blood-tingling atom bomb scare-head, as well as "Rumors Flashed at U. S. Terms," hardly got look-ins, although 97 percent read the comics. One-third read the comics first, then the sports, and finally the front page!



Answer to 3 Yes. Such children are partially or totally "word blind." They see words clearly but can't tell what they are. Psychologist Grace Fernald has not failed in 25 years to make such children good readers.



Answer to 1 No unless she reforms. The famous Stanford U study of marriage summed up the "happy wife" as being just the "old fashioned girl." She likes Bible study and uplift activities, belongs to not more than two clubs, loves children, has good sense of humor has few friends but very warm ones dislikes radicals and bossy people believes home and marriage are "woman's sphere." Boys, remember this.

Answer to 2 No It indicates they are pretty good parents and are doing their darnedest. But at times patience and sweetness cease to be virtues. That is the time according to Vera Channel when they should let go and act natural. Children are not completely stupid and know when something is wrong. In a normal family an occasional explosion helps clear the air.



3. IS THERE ANYTHING WORSE THAN HAVING TOO MUCH AMBITION FOR YOUR ABILITIES? YES ☐ NO ☐

Answer to 3 Nothing except having too little, and even that is not hard to live with. One should have high ideals, but as early in life as possible, he should calculate his abilities and also his limitations.





**1** ARE THERE RULES THAT MAKE IT PRACTICALLY CERTAIN A MARRIAGE WILL TURN OUT HAPPILY? YES ☐ NO ☐



**2** CO-EDS ASK "IS IT PROPER TO SAY-- IT IS ME?"



**3** DO PEOPLE DO BIG THINGS SOLELY BE CAUSE THEY HAVE BIG ABILITIES? YES ☐ NO ☐

**Answer to 1** Yes Norman Hayner sums up the general opinions of marriage experts thus (1) Seek a mate with personality very much like your own (2) Marry a person with similar education and social background (3) Go steady for not less than one year nor more than 3 years before marriage (4) Make up your mind that you're going to make it a success

**Answer to 2** Since I had to study Latin Greek French and German, I never had a chance to learn English so I write and speak entirely by ear But Wilfred Funk, dictionary maker assures me "It is me" is proper also "Where are you going to?" and "Can I have another piece of pie?" He also says that "ain't" is permissible though not elegant

**Answer to 3** No. Many people with moderate abilities do big things, chiefly because they got the habit in childhood of doing important things Yale psychologist Catherine Cox Miles proved that while all great men have excellent abilities, yet much of their success is due to their habit of going at big things and seeing them through, from childhood up

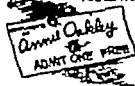


Answer to 1 Because, as the authors of *When You Marry* Evelyn M. Duvall and Reuben Hill (about the best book yet written for engaged and married couples) say it is chiefly because happily married pairs don't air the secrets of their happiness, while unhappy and divorced couples spill their troubles to the world.

Answer to 2 Strictly speaking, no. Men and women are often intensely attracted to each other at first sight, but really to love a person you must know him. You can be thrilled and excited but this first thrill must deepen and live into sympathy, likeness of interests and similar views of life, or else the infatuation will soon peter out.

2. DO RICH PEOPLE LIKE TO GET COMPLIMENTARY TICKETS TO A SHOW AS WELL AS POOR PEOPLE?

YES ☐ NO ☐



Answer to 3 Yes—if any thing, more so. Besides the joy it always gives everyone to get something for nothing it gives rich people the feeling of the power and importance of money. Theatre men say rich people will work more angles to wangle free tickets than people who have to consider every penny they spend.

1. DO BEAUTIFUL  
WOMEN BLAME ON  
THEIR BEAUTY  
AND ALCOHOL  
LATER THAN  
THEIR LESS  
BEAUTIFUL  
SISTERS?

YES ☐

NO ☐



2. DO GIRLS LEARN TO READ  
EARLIER AND BETTER THAN BOYS?

YES ☐ NO ☐



3. SHOULD A TEEN-AGED GIRL WHO IS  
NOT LOVED BY ONE OF THE OPPOSITE  
SEX, BE DISGRACED CONCERNING IT?

YES - NO -



4. ARE WOMEN AS SAFE  
AUTO DRIVERS AS MEN?

YES ☐ NO ☐

Answer to 1- No Sociologists Ernest W. Burgess, Univ. of Chicago and Paul Wallin, Stanford, had 1000 engaged women rate themselves on five degrees of beauty. Later they found the age at which 483 had married. Those who had rated themselves when engaged "very good looking," "good-looking" or "fairly good looking" had married two years earlier than those who had rated themselves "plain looking" or "very plain looking."

Answer to 2 Yes. In the public schools of Phoenix, Arizona, 237 first grade girls and 216 boys were tested in reading ability by Dr. Fra Samuels. In every sort of reading test the girls were superior to the boys. Even when 100 boys were matched against 100 girls, *each group of the same mental ability* the girls ran ahead of the boys. Also the girls had learned to read earlier than the boys. Just why is not altogether understood.

Answer to 3 No. As pointed out in that fine book, *Our Teen-age Boys and Girls*, by Lester D. and Alice Crow, young people's main object should be to live, work and play together without becoming seriously involved in love affairs. At that age they are "in love with love." Love seems such a marvelous experience that almost *any teen-ager* of the opposite sex will arouse romantic emotions.

Answer to 4 The Franklin Institute, Philadelphia, tested 567 men and 511 women *at the wheel* with motion pictures flashing 7 dangerous situations before them. Thirty-one men, but only 15 women made perfect scores. One half of the men (52 percent) would have had 3 or more accidents, 343 women (67 percent) would have had 3 or more accidents. The saddest thing is that nearly all of both sexes were proved to be unsafe on the highway!



3. IS IT JUST AS POSSIBLE TO  
FALL IN LOVE AT 70 AS AT 20?  
YES ☐ NO ☐

in their sixties and seventies. No doubt this is also true of humbler men, although their lives do not get into literature.

Answer to 1 Yes. Love, like any other human capacity does not wear out. Indeed, if one grows with the years, in maturity special good sense, delicacy and depth of feeling, the power to love should grow also. Many great men had their greatest romances



2. ARE WOMEN NATURALLY  
MORE SUPERSTITIOUS  
THAN MEN?  
YES - NO -

Answer to 2 Yes, according to 34 researches summed up by psychologist E. E. Emme. But whether this is due to their hearing more superstitions in childhood from their mothers and older women or whether they are naturally more superstitious

is impossible to decide. One study did show highly emotional women are more superstitious than the calmer type. As intelligence goes up superstition goes down, in both sexes.



Answer to 1 No at least not as good a lover as if he had had love in babyhood and childhood because he has never experienced love. Psychologists L. E. Travis and Dorothy W. Baruch point out that capacity for love grows with experience. The unloved person usually remains unloving because he was prevented from developing the habit.

Answer to 2 Yes. This is what has deceived many extreme believers in heredity. They have assumed that if a baby has a certain way of moving or kicking that these were "native" "hereditary" or "inborn." But as pointed out by a psychologist the baby did not spring from nothingness. It has gone through months of slow development, and has doubtless *learned* the beginnings of a great many habits.

3. WHAT IS THE MOST OUTSTANDING MARK OF AN IGNORANTUS OR A CHARLATAN? —  
VINO CURE —



Answer to 3 Cure-alls—one cure for all ailments, and one solution for all problems. "There ought to be a law" is their main idea for stopping strikes, inflation, delinquency, drunkenness, divorce, strip-teasing, and auto accidents. They think one medicine will cure everything from stomach ulcers to baldness.



1. WHAT ARE THE CHIEF TRAITS THAT MAKE A YOUNG WOMAN A LEADER?

YOUR OPINION —

2. IF YOU LIKE TO DO A THING, DOES THIS INDICATE YOU HAVE THE ABILITY TO DO IT?

YES — NO —



3. IS THE TESTIMONY OF EYE WITNESSES BETTER THAN CIRCUMSTANTIAL EVIDENCE?

YES — NO —



Answer to 1 N Y City psychologist E. G. Flemming found 8 basic traits necessary to leadership in high school girls. These were Liveliness, Wide Interests, Intelligence, Good Sport, Athletic Ability to Amuse, Pleasant Voice, and Self confidence. These traits alone do not guarantee leadership but without most of them, leadership is improbable.

Answer to 2 Yes, to a considerable degree. Stanford psychologist E. L. Strong finds your aptitudes and attitudes are considerably related. His *Vocational Interest Test* shows your likes and dislikes for 33 occupations and is a fine guide for choosing a vocation. The test can be given only by a psychologist.

Answer to 3 No, usually worse. The famous psychologist, Munsterberg, swore that two burglars entered his house at night, took certain clothing, left drops of candle wax on the floor and a clock on the table. Later he said (paraphrased) "In spite of my best intentions, every statement I made was untrue, but witnesses every day in complete honesty make the same mixtures of truth and untruth."



1. IS THERE ANY PURPOSE IN LIFE FOR  
MARRIED COUPLES LARGER THAN  
ENJOYING THEIR MARRIAGE A  
SUCCESS? YES ☐ NO ☐



2. DO BOTH MEN AND WOMEN,  
WHO ARE IN LOVE OVERESTIMATE  
THEIR GOOD LOOKS? YES ☐ NO ☐



Answer to 1 Yes. Life is made up of competing loyalties—the doctor's loyalty to his profession, the citizen's loyalty to his country etc. Loyalty to one's marriage partner is only *one* of the big loyalties, and it must be balanced with other loyalties. The scientist, teacher or business man cannot let his work go to satisfy the demands of a clinging or dominating wife, and vice versa.

Answer to 2 No Lovers tend to underestimate their good looks In one study nearly 500 engaged couples rated their own looks on a scale from "Very Good looking" to "Very Plain." Then they were rated by their mates and friends. The lovers rated their own looks lower than they were rated by either mates or friends.

Answer to 3 Yes. Dr Isidore W Miles gave the Inglis Vocabulary Test of 150 words to pupils entering senior high school Their average score was 41 words. After being drilled 10 minutes daily for one semester their average was 73 words—an increase which usually requires 2 years of school. And they improved greatly in their school work.





1. IN MARRIAGE LAUGHING IS NO LAUGHING MATTER. IT IS A SAVING GRACE. SAYS COUNTESS CLAUDE DE FORCEVILLE.

YES ☐ NO ☐



2. WILL WOMEN, WITH THEIR NEW FREEDOM, CHANGE THE FACT THAT THIS IS A MAN'S WORLD?

YES ☐ NO ☐



3. DO WOMEN HAVE BETTER MEMORIES THAN MEN? YES NO?



4. WHY DO MOST PEOPLE SO DISLIKE TO WRITE LETTERS? YES NO?

YES ☐ NO ☐

Answer to 1 Not only a saving grace, but a life saver. Married people should try to keep up the habit of laughing at the same things. One good way is for married couples to read the comic strips and panels aloud to each other. My wife and I always do. This develops, in time, a lot of private jokes with married couples—funny names for the neighbors (they have plenty for us) memories of funny experiences, and the like.

Answer to 2 No, because all normal women want it that way. They want a husband, children and a home which a man has built, where they can rear the children with him, and plan their lives together. Some intellectual women do not care much for marriage and home making, but even they in general want the world to be run as a partnership with men, and with man as the leader.

Answer to 3 No. All tests show that one sex has just as good memory—in fact just as good all round mental powers—as the other. A good memory is the best indication of a good mind, and vice versa. You remember best what you are most interested in. Women remember things they are interested in—clothes, parties, gossip etc.—while men remember sports, business, politics etc.

Answer to 4 According to Dr. Ben Wood, it is largely due to the struggle they went through as children learning to write. A study indicated the best remedy is to give children, from five years up, a portable typewriter. They soon delight in writing letters to their parents, teachers, etc. Their handwriting is just as good, and their school work improves about one-fourth.



1. DO MOST YOUNG MEN  
PREFER PEP TO GLAMOUR?  
YES — NO —

Answer to 1 Yes. Several surveys showed men like to see glamorous women, but want to marry girls with lots of health, vitality, common sense. And the girls preferred are those who want a home and three children



2. WOULD ANY  
BETTER  
BE FOR  
IN  
SELECTING  
MATE THAN  
ROMANTIC LOVE  
AND  
SEX INSTINCT?  
YES ☐ NO ☐

Answer to 2 Yes. Evidently these are poor guides, when about one marriage out of six ends in divorce, and at least one more is pretty unhappy. However if "romantic love" and "sex instinct" could be properly trained in children, by both scientific and common sense high school and college study courses in marriage, then they would be pretty sure guides.



3. CAN YOU IMPROVE  
YOUR POWERS OF  
IMAGINATION?  
YES ☐ NO ☐

Answer to 3 Probably not for imagining everything. But as advised by Eugene Denge in his fine book, *You—Triumph*, you can develop a strong imagination in any particular field by learning a great deal about it.



1. IS IT TRUE THAT THERE IS A GREAT HUSBAND SHORTAGE IN THE U.S.?

YES - NO -

2. DOES THE LAW GIVE AN EQUAL CHANCE TO ALL CRIMINALS?

YES - NO -



3. SHOULD BRAIN WORKERS BEGIN A TASK SLOWLY AND THEN GRADUALLY WARM UP TO THE JOB?

YES - NO -



Answer to 1 No The Census shows 11 males and females out of 12 who live to age 15 eventually marry When a woman casts her first vote, it is a 5 to 1 bet she will marry within a year At age 30 her chances are only 50-50 But there is a husband somewhere for every woman who wants one, and has the "git up and git" to go out after him.

Answer to 2 The law does, but the judges don't. Psychologists Gaudet, Harris and St John analyzed the sentences of three judges given for the same crime One sentenced 58 per cent to jail another only 36 One judge gave suspended sentences to 15 percent, another to 30 percent! So we see that the Administrator of the law is very important and we voters must pick good ones.

Answer to 3 No "Jump in with both feet at your hardest," says Prof Walter Pitkin in his stimulating book, *More Power to You*. This knocks out your "time of dread," and in a jiffy you are going strong Some workers, he says are lousy from too much sleep some from too little. Daytime naps lock up some people (they do me), but ruin others. Find out your own best techniques.

1 SHOULD WE SURVEY EVERYONE'S NATURAL APTITUDES AND ABILITIES?

YES - NO -



2. IF YOU WANT TO MAKE A PERSON YOUR FRIEND SHOULD YOU DO HIM A FAVOR, OR GET HIM TO DO YOU A FAVOR?

YOUR OPINION -



Answer to 1 Yes. These are our greatest natural resources, and can be measured. Psychologist Col John Flanagan, in *Science* shows how amazingly accurate were the tests for Army air pilots, bombardiers etc. Nine tests were developed, called "stanines" (standard nines). Pilots who made 7, 8, and 9 stanines were successful pilots those with 6 and below were mostly failures. We can do that with every job when we get vocational counselors in every school.

Answer to 2 The late Ward en Lawes of Sing Sing said, "If you want to make a man your friend, even a dangerous criminal don't do him a favor, do you a favor. When you do a favor for someone, you are drawn to him."

3 DO POPULAR PERSONS HAVE HIGHER OPINIONS OF THEMSELVES THAN DO UNPOPULAR ONES?

YES ☐ NO ☐



Answer to 3 Yes. Psychologists L. L. Young and D. H. Cooper by technical methods selected two groups of children aged 10 to 14 one popular the other not popular (not necessarily unpopular). The popular children rated higher in (1) Sense of personal worth (2) Feeling of "belongingness" to the group (3) High standards of social conduct (4) Better relations with teachers and pupils (5) Attractive faces.

relations with teachers and



Answer to 1 Never Don't trust your night thoughts. They are rarely logical thoughts, but only a merry go round. One psychologist calls them "squirrel-cage thoughts." The squirrel thinks he is traveling, but like Alice in Wonderland, he has to run fast to stay where he is.

Answer to 2 False. Hardly one couple in fifty succeeds in marriage if they have wide differences in family, social background, education and general life habits. Even differences in personality are not so important as extreme differences in education or social standing. Couples from the right and wrong side of the tracks are taking a big risk.

3. CAN YOU SURVIVE A  
WELL-INFORED PERSON  
MERCILY BY REMOVING  
THE NEWSPAPERS?



Answer to 3 Yes. In a *General Information Test* given to 5000 college students by the Carnegie Foundation, one lad who scored in the top group stated he got nearly all his wide knowledge from careful reading of the newspapers—especially the Sunday editions.



1 IS THE OLD SAYING  
TRUE THAT THE YOUNGER  
GENERATION IS ALWAYS  
IN REBELLION AGAINST  
THE OLD?

YES ☐ NO ☐



2 ARE THERE VERY  
MANY REALLY HARD  
PROBLEMS IN LIFE?

YES ☐ NO ☐



3 SHOULD ANYONE EVER  
ALLOW HIMSELF TO BECOME  
COMPLETELY SATISFIED  
WITH HIS **JOB**?

YES ☐ NO ☐

4 DOES CLIMATE AFFECT  
THE CHARACTER AND  
RELIGION OF PEOPLE?

YES ☐ NO ☐



5 SHOULD ALL HIGH  
SCHOOLS OFFER COURSES  
IN HEALTH SEX, MAR-  
RIAGE AND FAMILY  
LIFE?

YES ☐ NO ☐



Answer to 1 No Drs. H H Remmers and Naomi Weltman, of Purdue, secured the opinions of a representative sample of high school youths and their parents, mostly rural and small town people, on 16 important questions, such as military training, school studies, character training, etc. The agreement of parents and youths on all questions was almost perfect! The investigators concluded that our authors who constantly harp on "the eternal conflict" between the younger and older generations are mostly talking through their hats

Answer to 2 No If you have a living wage and fair health 90 percent of life's other problems exist only in your imagination Dr Marie Hackl Means, Nashville, Tenn., has found the average woman has 78 fears conscious and unconscious, which largely rule her life, yet nearly all are imaginary Silly isn't it?

Answer to 3 Not if he would like to move up into a better job. When I was a boy the late Dr Harvey Wiley said to me, "A man ought to change his profession every ten years." He didn't mean doctors should become lawyers, and vice versa, but that a man should try to break into new areas of work in his own chosen field. Getting into ruts means you are dying mentally and emotionally before your time.

Answer to 4 Profoundly as shown by Ellsworth Huntington, Yale scholar in his remarkable book, *Mainsprings of Civilization*. As one example, in northern India, where the climate is terribly hot, the Buddhist hell is pictured as a frightfully hot place. But when Buddhism spread to the mountains of Tibet, a hot hell had no terrors, since the worst fear was snow and cold. So the Buddhist priests changed hell from hot to cold! Huntington shows all institutions and philosophies are affected by climate.

Answer to 5 Yes This has been done in Oregon. There public schools that do not come up to the standard are demoted. Provision is also made for cooperating with the churches in teaching public health and family life. This is government at its best!





11. WHEN YOU ARE "BLUE", IS IT WORTH WHILE TO FOLLOW THE OLD HYMN, "COUNT YOUR BLESSINGS ONE BY ONE?"  
YES ☐ NO ☐



12. IS IT WISER FOR A WOMAN TO BECOME MAROONED NOW NORMALLY? YES NO -

Answer to 1 Yes, I have found it so. I used to have terrible "blues" occasionally and it always helped me to write out a list of real blessings, something like this good health my corns don't hurt the sun is shining (or it's raining but remember Henry Ward Beecher said John Ruskin taught him to see the beauty of bad weather) etc Before I got through the list, I was feeling a lot better

Answer to 2 Yes, according to a study by Bertha B Thorpe of the eminent women listed in *Who's Who in America* of 1902 and 1930. In the 1902 edition there were only 977 women of sufficient eminence to be listed whereas in the 1930 edition 1885 were listed or 1 in every 25 000. They are also listed in numerous occupations in which few opportunities for women to achieve fame existed in 1902.



13. DOES THINKING PLEASANT THOUGHTS INCREASE YOUR SENSE OF TASTE, SMELL, SIGHT, TOUCH AND HEARING?  
YES ☐ NO ☐

Answer to 3 Yes. Experiments were performed by a Russian psychologist K Kekelcheyev in which he tested people both when they were thinking pleasant and unpleasant thoughts. When thinking pleasant

thoughts they could see better, taste, smell and hear more acutely and detect finer differences in touch



2. ARE CHILDREN WHO FIND JOBS FOR THEMSELVES OF HIGHER TYPE THAN THOSE WHO ASK ASSISTANCE?



YES - NO -

DELIVERY  
BY WANTED

3. WHAT IS THE MOST SERIOUS FAULT OF THE YOUNGER GENERATION? YOUR OPINION



4. DOES THE BOY OVER-LOVED AND OVER-PROTECTED BY HIS MOTHER EVER MAKE A GOOD HUSBAND?

YES ☐ NO ☐

Answer to 1 Rarely The late eminent psychiatrist, David Levy describes the behavior of 11 over protected boys toward their mothers in the following terms "disobedient," "impudent," "demanding," "temper tantrums" "tyrannical" Yet with all this, the mothers continue indulging their sons whims Find out how your boy friend treats his mother before you say "Yes."

Answer to 2 Yes. Margaret Barker compared 200 working boys and girls who secured jobs through answering advertisements and through other efforts of their own with 200 who secured work by the help of an agency The former group were farther advanced in school obtained jobs when younger earned more money and were in jobs of higher caliber Simply shows self-starters are superior

Answer to 3 The younger generation is too much like its parents, says Dr Thurman Rice. These young people are poorly often injuriously informed and misinformed not only about sex, but the simplest rules for getting along with people. They know little more than their parents of the host of scientific facts well known to psychologists for conducting human relations.



2. DO MEN REALLY PREFER  
PEACE AND SECURITY  
TO ADVENTURE AND  
GAMBLING WITH DESTINY?  
YES - NO - YOUR OPINION



3. IS IT OPTIMISTIC TO  
BELIEVE THAT ENVIRON-  
MENT IS FAR MORE  
IMPORTANT THAN HEREDITY  
IN SHAPING OUR LIVES?  
YES - NO -



1. DO WEALTH AND LUXURIOUS  
LIVING CAUSE A FAMILY TO LOSE  
VITALITY AND PETER OUT?  
YES - NO -

YES - NO -

**Answer to 1** No Nothing causes a family to peter out except marrying weaker and less competent stocks. The late biologist F. A. Woods showed many of the great families of the past lived in luxury for 10 or 15 generations, and retained their high intelligence and lofty character largely due to close intermarriages. As soon as they married into dull or neurotic families, the stream of noble blood had its vitality destroyed.

**Answer to 2.** They want both. Man has a deep desire for security, but also craves adventure—climbing mountains, hunting lions, etc. He likes, however, to feel he has a safe quiet home somewhere. Psychologists say children like comics because they get the thrill of raking their necks in hair-raising adventures while safe at home on the sofa.

**Answer to 3** No. Environment is important, but if it is all important, then man is the helpless victim of fate. He has nothing within him to choose, mould or create his environment—a doleful philosophy indeed.



1. DO SOME PEOPLE LIVE  
THEIR LIVES COMMITTING  
PARTIAL SUICIDE?

YES - NO -



2. DID THE COLLEGE STUDENT  
WHO SAID THE "FEMININE OF  
BACHELOR IS LADY-WAITING  
FORGET ABOUT LEAP YEAR?"

YES NO

Answer to 1 Yes. In his fine book, *Peace of Mind*, Rabbi I. L. Liebman, points out that many people destroy their energies, talents and social and financial success by constant self-condemnation. This inferiority complex is a form of partial suicide.

Answer to 2 Surely because, in this "sweet and gracious time," the lady is not waiting at all, but is out on the war path, armed with all the wiles and charms she has been saving up and perhaps stealthily practicing, for three long years. True, now and then some ladies are known to break the rules, and in between times go after their man with marriage aforethought.

Question

Would it be a good thing if parents could hear their teen-agers talking about them? Yes ☐ No ☐

Answer Indeed it would. As Mildred Walker says in her novel, *Winter Wheat* "It's a terrible thing the way a child can sit in judgment on his parents without their knowing it." I have often told Parent Teacher Associations it would do them far more good than my speech if they could listen in on a group of their own "kids."



1. DO PEOPLE REALLY ENJOY  
BEING **SICK** YES ☐  
NO ☐



2. DO PEOPLE BREAK DOWN  
**NERVOUSLY** IF THEY CAN DO  
WHAT THEY WANT TO DO? YES ☐ NO ☐

and the rats were forced to jump by a slight shock. They couldn't decide, became frightened, lost self-confidence. In time they went crazy and died in convulsions.



3. HAVE AMERICAN  
SCHOOLS AND COLLEGES  
FAILED TO TEACH OUR  
YOUTH THE MEANING  
AND VALUE OF DEMOCRACY? YES ☐  
NO ☐

"good reasons for persecuting the Jews," and 10 percent were undecided. 19 percent believed Germans had "some" or "a good deal" of justification for starting World War II. 30 percent liked the Germans better than the English or French. Shocking, if half way representative.

Answer to 1 They revel in it! Sickness gives them a feeling of importance, makes them the center of attention and sympathy. So they develop all sorts of neurotic illnesses, which include many types of "paralysis," nervous indigestion, bodily pains, headaches, etc.

Answer to 2 Probably never. Dr. Norman F. Miler placed rats on a platform with two doors in front—one black and one white with food behind the black door. The rats soon learned to jump against the black door and get their food and lived happily. Later the food was placed behind first one door and then the other,

Answer to 3 Yes, if a poll of a cross-section of 1700 soldiers taken in 1945 in Germany is any guide. According to Cornell psychologist F. S. Freeman, 51 percent of the polled troops believed Hitler did Germans "a lot of good." 21 percent believed the Germans had



1 DO RICH PEOPLE BUY  
AS MUCH READING  
MATERIAL AS MIDDLE  
INCOME PEOPLE? ☐ YES ☐ NO

ly high living and low reading tend to go together



2 DOES THE MONTH  
IN WHICH YOU WERE  
BORN AFFECT YOUR  
INTELLIGENCE AND  
PERSONALITY? ☐ YES ☐ NO

Births in all warm months—March to Sept. compared with cold months showed only slightly in favor of the warm birth-days. The autumn—and winter born slightly more extroverted and the spring and summer born slightly introverted. Such findings give no support to astrology



3 WHAT IS THE MOST WONDER-  
FUL WORD YOU CAN SAY  
TO **ANYBODY**?  
YOUR OPINION \_\_\_\_\_

said he always agreed with the other man in as many things as possible as it tended to induce him to do the same thing in return. When the other person finishes is the time to move gently in with your ideas.

Answer to 1 No. Surveys show that people with incomes of only \$500 spend \$10 a year for books, papers and magazines; those of \$6,000 income spend \$40 but the amount spent for reading goes down steadily from the \$7,500 income level up. There are, of course, exceptions, but evident

Answer to 2 Yes with many exceptions. A new study by Drs. George Forlano and V. Z. Ehrlich, based on intelligence tests and personality scores of 7,897 young people, showed those born between Mar. 21-June 20 were somewhat brighter on the average than those born between Dec. 21-Mar. 20.

Answer to 3 "Yes." You may not be agreeing with the other person at all, but it keeps his mind open until he tells his story and you understand him, whereas "No" either closes his mind or rouses his opposition. Abraham Lincoln



Answer to 1 *Learn poise*—make yourself a real grown-up. Three fourths of all unhappiness comes not from marriage quarrels, or poverty or misfortune, but from the fact that one has not learned how to meet misfortunes, marriage problems, etc. as a mature, poised, grown-up human being.

Answer to 2 Not necessarily. If by this gesture she means she does not expect her husband to be the head of the house she may be headed for trouble, for two reasons: first, because she, herself is likely a dominating person and second, because in matters of importance there must be someone to make the final decision. Of course the 50-50 attitude brings the most happiness.

3. IF WE COULD SEE IN ONE PILE ALL THE FOOD WE WASTE, WOULD IT SHAME US INTO GIVING MORE FOR WORLD FOOD RELIEF?  
YES ☐ NO ☐



Answer to 3 Yes. One factory manager piled all the material spoiled in one week right where the men had to pass it going to work. Around the scrap pile were a boxing ring stools, buckets, and a sign, "K. O. by Carelessness." Result: a sharp drop in spoiled materials.

1. WHY IS NAGGING THE MOST  
UNIVERSAL COMPLAINT HUSBANDS  
HAVE AGAINST WIVES?  
YOUR OPINION—



2. WILL STUDENTS CHEAT  
MORE ON EXAMS IF PUT  
ON THEIR HONOR THAN  
IF TEACHER KEEPS HIS  
EYE ON THEM?  
YES — NO —



3. IS FATIGUE CAUSED BY  
WORK OR BY BEING  
DISSATISFIED WITH THE  
RESULTS OF YOUR WORK?  
ASKS MARTIN WILLIAMS  
WRITER AND LECTURER  
YOUR OPINION—

Answer to 1 Because, as animal psychologists agree the male rarely starts a quarrel. Nearly all family quarrels start off with some little annoyance that the female gives the male and, among humans, nagging is the most common. Of course the male often deserves it but the moment he thinks his dignity is questioned his royal anger explodes—and there you are. No sorry but I don't know how to cure it.

high school under the "honor system" cheated more in college than those who had been supervised in high school days.

Answer to 2 Apparently yes. At a large State University where for years the examiner had put students on their honor psychologists W. G. Campbell and Helen Koch found that students who had been trained in

Answer to 3 Numerous researches indicate that fatigue is not so much due to actual inefficiency of the muscles caused by exercise, as to mental attitudes. Any one knows he can do many times as much work without feeling tired if he feels he is accomplishing something important.





1. DO UNMARRIED MEN AND WOMEN GO INSANE OFTENER THAN MARRIED ?

YES ☐ NO ☐

2. IS THERE ANY TRAIT IN HUMAN NATURE SO GOOD THAT IT CANNOT WORK HARM ?

YES ☐ NO ☐



3. DO PRISONERS DEVELOP A PROFESSIONAL LANGUAGE OF THEIR OWN ?

YES ☐ NO ☐

4. CAN YOU MEASURE EXACTLY HOW POPULAR OR UNPOPULAR A PERSON IS ?

YES ☐ NO ☐



5. ENGINEER CHARLES KETTERING SAYS THE WAY TO SUCCEED IS NOT TO FAIL THE LAST TIME YOU TRY!

YOUR OPINION -



Answer to 1 Apparently not, contrary to much expert opinion. Psychologists F J Gaudet and R I Watson studied 547 widowed males and females, 54 divorced persons, 1404 single and 1897 married men and women all insane, whose insanity was due to alcohol or syphilis. Just as many of the widowed, divorced and married were insane from these causes as were the single. The authors conclude, "The unmarried are not insane because of leading immoral lives any more than the married."

Answer to 2 No Love between the sexes is one of the noblest traits, but if not balanced with intelligence, may cause jealousy even murder. Patriotism is noble, but if carried to extremes leads to selfish nationalism and war. Tolerance is a virtue, but it may be extended to the point where one becomes tolerant of vice, disease and evildoers. Loyalty to one's party may be so intense that a man fails to see when his party is wrong. So with every trait.

Answer to 3 Yes Psychologist James Hargan, Sing Sing Clinic, collected slang words from prisoners, of which the following, by a prisoner is a sample "I got out of the bird cage (cell) and tanked up on mud (coffee). We had rubber heels (slices of meat loaf) with fish eyes (tapioca). Sundays we get mountain goat (mutton) or leather (beef). Too bad Tony had to use that typewriter (machine gun) and had to ride the lightning (be electrocuted)."

Answer to 4 Yes. Have everyone vote for the persons he would like best as companions on hikes, on teams, having as best friends, etc. Just count the votes and the most popular one stands out clearly. Indeed everyone can tell exactly by his share of votes, how popular or unpopular he is. This is called a "Test of Social Adaptability."

Answer to 5 Of course, it is just a new way of saying, "If at first you don't succeed, try, try again," but it puts a new punch into the old motto. We often get so used to old mottoes that they lose their force. If we could change even the color of the old gray mare, she might prance out onto the track again.



1. DO YOU LEARN  
BY DOING?

TRUE ☐ FALSE ☐

Gilbreth taught men to lay five times as many bricks per day as they had learned by merely doing since the Tower of Babel. Many women keep house for a lifetime, and never improve by doing. And so with business men athletes.



2. THERE ARE THREE  
KINDS OF UNEDUCATED  
PEOPLE. CAN YOU  
NAME THEM?

YOUR GUESSES ☐

chronic reformer, and the rabble-rouser. Half knowledge has made him mad.

3. DO YOU INHERIT  
YOUR TASTE FOR  
FOODS? YES ☐ NO ☐



Answer to 1 About 50 per cent false. By adding *thinking* to doing, engineer F. W. Taylor in one afternoon taught men more about how to pick up heavy objects and lay them down, than the whole human race had learned by merely *doing* it for 50,000 years. Frank

Answer to 2 First, the ignorant man. I'm not afraid of him because he is usually modest and willing to learn. No nation was ever overthrown by its ignoramuses. The second, the emotional adolescent—the adult child—who has never grown up emotionally. Third, the half-educated man, he is the most dangerous man in the country. He makes the radical, the

Answer to 3 Yes. To some a certain chemical may be tasteless, to others blitter or sour, sweet or salty. Tastes run in families, just as blue or brown eyes do. "Non-tasters" married to "non-tasters" have only non-taster children. Non-tasters married to tasters have some children who are tasters, and some non-tasters.



2 WHY DO PEOPLE INDULGE IN DAY DREAMING?



3 DO SOME PEOPLE QUARREL BECAUSE IT MAKES THEM FEEL AT HOME? YES ☐ NO ☐

1 WHAT DOES IT INDICATE WHEN PEOPLE SAY OF A BRIDE AND GROOM "I HOPE THEY'LL BE HAPPY?"

Answer to 1 That most everybody believes happiness in marriage is a matter of luck. As Dr. T. B. Rice says in his fine new book, *Sex, Marriage and Family* "Happiness in marriage is a crop—it must be cultivated just as a farmer cultivates his wheat or corn. Marriages will fail unless both partners are determined to make them succeed."

Answer to 2 Because it is an easy way of meeting frustrations. We can imagine we are overcoming obstacles without drudgery, pain and effort. Day dreaming often becomes a habit of "effort less satisfaction" for our inefficiency and inferiority.

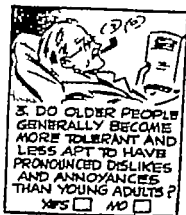
Answer to 3 Yes. They have grown up in a home where quarrels were the rule. As Dr. John M. Dorsey, Detroit Children's Center says "For some people to feel at home would require an environment little short of pandemonium." The sad part of this is, as he says, that the home is "the most important school a person ever attends." It exerts more influence on one's character than all other schools combined.



1. SHOULD EVERY FAMILY  
READ ALOUD FROM THE  
**BIBLE** EVERY DAY?  
YES ☐  
NO ☐

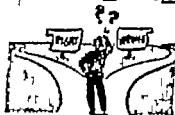


2. CAN ANYONE  
BECOME A LEADER?  
YES ☐ NO ☐



4. WHAT IS THE MOST IM-  
PORTANT CHARACTERIS-  
TIC THAT MARKS THE  
GENUINE LEADER?  
\_\_\_\_\_

5. SOME PEOPLE ARE  
AS COLOR BLIND TO  
RIGHT AND WRONG AS  
THEY ARE TO COLORS.  
CONSCIENCE IS INBORN.  
TRUE ☐ FALSE ☐



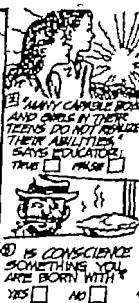
Answer to 1 Yes, no matter what their religious views. The Bible is the noblest moral literature in the world. It contains the basis of simple and correct English speech. The stories whether you believe them fact or fiction, are inspiring. No one is educated who does not know the Bible.

Answer to 2 Possibly not a notable leader but anyone can greatly improve his leadership qualities. Even young children unconsciously select as leaders those who have ability can do things are energetic, dependable and lively. All these qualities can be improved. Psychologist E. D. Partridge found Boy Scouts want intelligence dependability good appearance, athletic ability and good voice in their leaders. Anybody can improve these traits.

Answer to 3 Not on the averages. Dr. E. K. Strong compared men of 20 to 25 in their likes and dislikes for 420 everyday things — sports, activities, etc., — with those of 55 year old men. They changed a little on some items but the total change was almost nil. Psychologist Hulsey Cason found people *slightly more annoyed* at 60 than at 25 at other people with high tempera, or gushing manners, or at a fly in the butter.

Answer to 4 "Ability to recognize the special abilities and limitations of others," together with the capacity to fit each one into the job where he will do best. This is the opinion of psychologist Florence Goodenough, Minn. U., in her fine book *Developmental Psychology*. She finds this quality of the leader is just as true of boys and girls as of adults. The boy or girl who can say with assurance, and with the agreement of the group "You do this" and "You do that," is the born leader.

Answer to 5 False. This astonishing statement is attributed to the London Bureau of Heredity. I don't know this Bureau but it can't be made up of competent students of heredity or environment. True, it is easier to teach some people right and wrong than others *depending chiefly on their intelligence*. But conscience is largely the result of training.



Answer to 1 Far more because you meet 100 possibly 10 000, more people than your grandparents met in the "horse and buggy" days. For this reason, getting along with people is many times more important than ever before. If you are uncouth today you are simply like the old-time greenhorn, who through modern communication by auto newspapers, movies, etc., has disappeared.

Answer to 2 True. G. E. Carrothers, U of Michigan, adds to this statement this urgent message "Every skilled occupation is searching for capable youth. Many brainy youths do not realize the tremendous advantages of a college education nor

the immense shortage of trained manpower in the world today."

Answer to 3 No. Conscience is slowly built out of two things. Learning what is right and wrong, and putting what we learn into habits—doing the right instead of the wrong. Liars, cheaters and thieves know what is right and wrong about as well as good people. But they have not developed a conscience which commands them to do the right instead of the wrong.



2. SHOULD HIGH-SCHOOL STUDENTS BE REQUIRED TO LEARN A FOREIGN LANGUAGE?

YOUR OPINION -



3. WILL SCIENCE EVER BE ABLE TO PRODUCE A DIFFERENT RACE OF HUMAN BEINGS?

YOUR OPINION -



Answer to 1 Yes, thousands of babies do. As Lynn Cope and shows in a leading magazine, both psychologists and doctors have found that babies who are wasting away in hospitals are quickly cured by having "proxy" mothers who do nothing more than love and caress them. Why? It gives the babies something *absolutely necessary* for health or a sound personality—a feeling of security.

Answer to 2 I think not because (1) It acts as a barrier to understanding foreign peoples. I learned more in one afternoon, reading Will Durant's *Life of Greece* than in 3 years of studying Greek more from

two French novels than from 2 years of French (2) Hardly one pupil in 1000 ever *really* learns a foreign language. Many able scholars disagree with me.

Answer to 3 They might. Dr H J Mueller by turning X-rays on fruit flies, has produced grandchildren (not children) with 1500 times as many changes ("mutations") as occur in ordinary breeding. Scientists have shown that mustard gas will do much the same thing both in fruit flies and molds.



1. WHEN YOU SAY TO A PERSON, *HOW THINK HARD!* DOES IT HELP HIM TO THINK?

YES ☐ NO ☐



Answer to 1 No As shown by Dr Knight Dunlap, every effort to think tends to prevent thinking. Every effort *not to think* (provided you are engaged on a particular problem) tends to stop day dreaming and aid thinking.

2. CAN SCIENTISTS TELL HOW TALL A BABY WILL BE WHEN HE BECOMES AN ADULT?

YES — NO —



Answer to 2 Yes. According to *Science Illustrated* anatomists, by X rays of the bones of the fingers, can predict how tall a child will be when full-grown. Although the claims of palmists that the lines in your palm foretell your future are nonsense, yet by the above method your hand does foretell something of your future.

3. WHAT ARE THE CHIEF QUALITIES IN A PERSON THAT MAKE OTHERS WANT TO FOLLOW HIM?

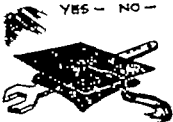
YOUR OPINION —



Answer to 3 (1) He likes people (2) likes to see people grow and do their best under his guidance (3) is fair frank, direct (4) is trust worthy (5) is both firm and kind (6) has a sense of humor If you have these qualities you, too can be a leader

1 DOES IT TAKE A LOT OF BRAINS TO MAKE A GOOD MECHANIC?

YES - NO -



Answer to 1 No Purdue psychologists Lawshe, Semanek and Tiffin have given the Purdue Mechanical Adaptability Tests to numerous mechanics—top medium and poor. The poor mechanics are almost as likely to rank a high on intelligence tests as the top mechanics.

2 ARE HAPPY PEOPLE MORE IMPULSIVE OR LESS SO THAN UNHAPPY ONES? YOUR OPINION -



Answer to 2 Less Syracuse U psychologist John Washburne tested both high school and feeble minded children on poise, sympathy impulsiveness and general adjustment. The well-adjusted and happy showed themselves less impulsive, more inclined to use careful judgment before acting than the maladjusted and unhappy

3 ARE YOUNG PEOPLE TODAY BECOMING MORE SPIRITUALLY MINDED?

YOUR OPINION -



Answer to 3 Perhaps not in the more orthodox sense, but many clergymen, teachers college professors and student counselors generally agree that young people are becoming more serious-minded about life's problems



1. WHAT IS THE  
BEST WAY TO MAKE  
PEOPLE TRUST  
YOU?  
YOUR OPINION \_\_\_\_\_



2. CAN PSYCHOLOGISTS  
MEASURE THE ATTENTION-  
GETTING POWER OF ADVERTISING  
MESSAGES BEFORE THEY ARE  
**PUBLISHED?** YES ☐ NO ☐



3. DO PEOPLE GENERALLY  
STILL BELIEVE CHILDREN  
SHOULD BE

**SPANKED?**

YES ☐

NO ☐

4. IS OLD AGE MENTAL  
INSURANCE AS IMPORT-  
ANT AS OLD AGE  
FINANCIAL INSURANCE?

YES — NO —



Answer to 1 *Make lots of friends* Develop a genuine interest in and liking for other people. As Ruth Fedder says in her fine book for mothers and daughters, *A Girl Grows Up* "If you really care about people, you will become a person whom people can trust." If you make it obvious that you are sensitive to other people's feelings and personality it makes them feel they can trust you but if you are indifferent or antagonistic, they can't and won't trust you.

Answer to 2 Yes. Purdue psychologists have developed an "eye-movement camera" that shows which one of several proposed advertisement illustrations has the strongest attention drawing power. Advertising copy can also be pretested. These psychologists add "It is now possible to measure the effectiveness of advertising before publication." Business men no longer need to risk money on their own or artists' or copywriters' guesses.

Answer to 3 At last we know the bottom truth of this seat warming question. The Public Opinion Quarterly shows the following beliefs on spanking.

	Ap- prove	Disap- prove	No Opin ion
All parents	71%	21%	2%
Parents spanked as children	81	17	2
Parents not spanked as children	38	58	4
Fathers	73	21	3
Mothers	76	22	2

Plainly being spanked in childhood increases the desire to wield the paddle on your children.

Answer to 4 Yes, says Minnesota U psychologist Florence Goodenough in her invaluable new book, *Developmental Psychology* (how we grow mentally and emotionally). She urges that in middle life one should cultivate hobbies, interests, activities and friendships that can be carried on happily in old age. Old people magnify their bodily ills and become irritable quite largely because they have failed to develop this mental and emotional insurance for health and enjoyment as the shadows lengthen.



# MARRIAGE LICENSES



1. WHAT DO PEOPLE DO WHILE WAITING TO GET THEIR MARRIAGE LICENSES?  
YOUR OPINION -

2. DOES EVERYONE LIVING IN A COMMUNITY HAVE THE SAME "NEIGHBORHOOD"?

YES ☐ NO ☐



3. WHICH SPENDS MORE FOR EDUCATION -- U.S. OR RUSSIA?

YOUR OPINION -



Answer to 1 Sentiments scrawled on the blotters in the N Y Marriage License Bureau, collected by Lucy Greenbaum, run as follows: "Think before you sign" "Another man goes to the dogs" "Whoa, man!" Some applicants draw pictures of dream houses or Cupid's bow lips, while many women write their new name with the Mrs in large letters. Probably most are represented by the woman who wrote, "John, I love you now and forever"

Answer to 2 No Clifford Shaw quotes "A man's neighborhood extends just as far as he is talked about." Every one owes a duty to everyone else in his town or city or country but his *personal neighborhood* is determined by the amount and character of the gossip concerning him.

Answer to 3 From the report of Ralph MacDonald of the Nat'l Educ. Assoc., Russia spends 13 billions or 20 percent of her national income for education, while the U.S., the wealthiest country in the world, spends only 3 billions, or less than 2 percent of her national income. This is something for the U.S. to think about.



2 DO MEN AND WOMEN  
WORRY OVER THE SAME  
THINGS? YES ☐ NO ☐



2 DO LOVERS WHO ARE  
GOING STEADY OFTEN BUST  
A ROMANCE BY GOING TOO  
STEADY? YES ☐ NO ☐

Answer to 1 No Women worry chiefly over what other people think about them men worry chiefly over practical affairs, and how to get ahead. Of course women worry over their husbands and children, but worry far more than men about their looks, dress and social standing.

Answer to 2 Yes. The American Institute of Family Relations, Los Angeles, found this amazing fact one of the chief causes of broken romances is that the lovers often see too much of each other and get bored. This often shows merely the natural liking most people have for lots of friends. In most cases neither heart is much broken



3 IF SHOULD A BOY WHO  
IS PICKED ON BY THE  
NEIGHBORHOOD BULLY  
BE TAUGHT TO FIGHT  
BACK? YES ☐ NO ☐

Answer to 3 Yes Every boy should be taught how to defend himself with both fists. Evidence indicates that instead of this making him quarrelsome it is more likely to make him peaceable, because it tends to make a self reliant man out of him.

1. IS THERE  
ONE SURE CURE FOR  
SELF CONSCIOUSNESS?  
YES - NO -



2. ARE US PRESIDENTS  
MORE LIKELY TO DIE  
BEFORE THEIR TIME  
NOW THAN FORMERLY?  
YES - NO -



That's why I "do not choose to run."

3. IS THE MAIN OBJECT  
IN SENDING CHILDREN  
TO SCHOOL TO TEACH  
THEM MENTAL SKILLS?  
YOUR OPINION -



children among 150 who have been studied for popularity  
for six years by psychologist M. E. Bonney

Answer to 1 Yes, and never fails Get genuinely interested in other people You can't think of two things at once—yourself and the other fellow at the same time. Instead of watching yourself watch others. Learn about their hobbies, ambitions, hopes, memories aches and pains.

Answer to 2 Yes. Statistician Louis L. Dublin has shown that (excluding those who were assassinated) our Presidents prior to 1850 outlived their life expectation nearly three years; those between 1850 and 1900 fell short of it nearly three years. Presidents since 1900, excluding President Hoover, died 5 or 6 years too soon! Also the defeated candidates have outlived the successful ones!

Answer to 3 I doubt it I think it is even more important to teach them social skills—how to be popular and to get along with others. Donald has an IQ of 80 Helen, 128. Donald is popular and always will be because of his social skills. Helen is unpopular and will always be a problem to herself and society because she lacks social skills. These are two

1 WHAT IS THE ONE  
SURE WAY OF GETTING  
ALONG HAPPILY WITH  
OTHER PEOPLE ?

YOUR OPINION



Answer to 1 Make them feel important swell their egos. That's where they live. A person always has his ego with him, and while he often criticizes himself he can't bear for other people to criticize him. Make him think well of himself if you want him to think well of you

2. DO YOU INHERIT  
YOUR IMAGINATION,  
OR GET IT FROM  
ENVIRONMENT ?

YOUR OPINION -



Answer to 2 Two French psychologists had children and adults read a story. They then questioned each to see how well he imagined the scenes, characters etc. Some children had vivid imaginations *without* any training others lacked it. Some adults almost completely lacked ability to imagine the scenes. Conclusion imagination can be somewhat cultivated

and greatly suppressed, but the basic capacity is largely inherited

3 DID SUPPRESSION  
OF SEGREGATED  
DISTRICTS DURING  
THE WAR INCREASE  
SEX DELINQUENCY  
AS WAS OFTEN PREDICTED?

YES ☐ NO ☐



Answer to 3 No Surveys show that in 700 communities which shut down organized vice it surprised the old fashioned city governments and police departments who have always thought such districts were "necessary to protect virtuous women" to find that sex crimes delinquency — indeed, crimes of all types — went down

amazingly The FBI finds that in cities now going back to the old bad ways crime shows an astonishing increase



1 WHICH IS MORE LIKELY TO MARRY AT AGE THIRTY—A WIDOW A DIVORCEE OR A BACHELOR GIRL?

TOP STORY



2 WHY ARE PEOPLE MORE ASHAMED OF MENTAL THAN OF PHYSICAL ILLNESS? TOP STORY



3 DO MANY PEOPLE SUFFER BECAUSE THEY CAN'T HAVE FUN?

YES ☐ NO ☐

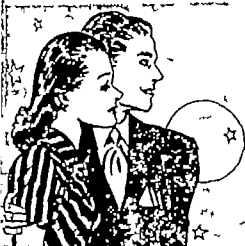


**Answer to 1** The divorcee. Statistician Louis I. Dublin has shown that at age 30 the chances of a divorcee marrying are 91 in 100 a widow 60 in 100 a bachelor girl 40 in 100. Among women the chances are the same for a divorcee of 15 a widow of 33 and a bachelor girl of 30. For both sexes the chances for marriage are as good among the divorced of 45 as among the single of 30.

**Answer to 2** Chiefly a "hangover" from the time when a mentally ill person was supposed to be possessed of a devil, and was regarded as an outcast. Since modern psychology has shown that everybody is a bit "off" in some direc-

tion, this attitude is slowly changing.

**Answer to 3** Yes. This affliction is called Anhedonia—loss of ability to have fun. It is an outstanding characteristic of all neurotics by psychodrama, all people with inferiority feelings and all lazy people. We sit in our chairs and brood when there is one sure cure even if it is temporary to find some way of having fun, either by yourself or with other persons.



1 DOES MARRIAGE SATISFY  
SOMETHING IN HUMAN  
NATURE STRONGER THAN SEX?  
YES ☐ NO ☐

2 WHY DOES EVERY-  
ONE WANT TO BE  
IMPORTANT?

YOUR OPINION—



3. CAN ANYONE BANK  
ON THE FACT THAT HE  
WILL BE COOL-HEADED  
IN AN EMERGENCY?

YES — NO —



Answer to 1 Yes Marriage is the greatest institution for satisfying the strongest urge in human nature—the urge to be important. Hosts of people cannot alone carve out for themselves a place of importance, but being a husband or wife, a father or mother and owning your home gives one a feeling of being important to others

Answer to 2 Because as man evolved upward from the animals, those who wanted to get somewhere survived, while the lazy good for nothings perished. As a result, the passion for rivalry and the desire to be somebody is the deepest drive in human nature.

Answer to 3 No although some people are cooler headed than others I knew an old lady who I thought, would keep cool if the world came to an end but when her house caught fire, she ran to the woodshed, brought in an old setting hen and set her on the parlor table! Another neighbor when he heard us yelling "Fire!" grabbed his overshoes, ran down through the orchard and placed them carefully behind an apple tree!



1. IS IT TRUE THAT MEN  
CAN MASTER MATHEMATICS  
BETTER THAN WOMEN?  
YES - NO -

Whatever the reason "round and round she goes, and where she'll stop, nobody knows"



2. IS THERE ONE THING ABOVE  
OTHERS MORE LIKELY TO CAUSE  
A MAN TO FALL IN LOVE WITH  
THE OTHER WOMAN?

YES ☐ NO ☐

mutually enthusiastic woman, the atomic bomb drops. Often this is unjust to the wife, as she may be too worn out with child care and housekeeping to go in for such things. Of course the reverse is true when the wife meets a man who likes what she likes, but can't induce her husband to like. The old story—like likes like.

Answer to 1 Yes. Many tests show that boys in the grades, high school and college are slightly better in math, on the average, than girls. However girls exceed boys at languages. Psychologists believe this is partly why women are more talkative than men.

Answer to 2 Yes. According to sociologist J. H. Folsom of Vassar it is when the other woman is enthusiastic over things the husband loves, such as music, art, camping out, sports, etc. but the wife does not care for these things or even thinks them foolish. When he meets this



found from tests that considerably more women college students than men have these feelings.



Answer to 1 Yes An inferiority complex is a combination of self-consciousness, self-criticism lack of self-confidence, worry over past mistakes, day dreaming desire to live a perfect life etc. Minn U psychologist, Edna F Heidebreder

Answer to 2 No Kate Fields beautiful poem answers

"They talk about a woman's sphere  
As though it had a limit

There's not a place in earth or heaven

There's not a task to mankind given  
There's not a blessing or a woe,  
There's not a whispered Yes or No  
There's not a life, or death, or birth  
That has a feather's weight of worth  
Without a woman in it"

1 SHOULD YOUNG WRITERS AND DRAMATISTS WORRY ABOUT SECURING REALLY NEW PLOTS? YES - NO -



2 SHOULD EVERYONE STUDY SELF-CONTROL AND HOW TO BE HEALTHY AND HAPPY MORE NOW THAN FORMERLY? YES - NO -



3 ARE PRE MARITAL RELATIONS BETWEEN ENGAGED COUPLES INCREASING OR DECREASING? *THE ANSWER*



4 ARE MOST PEOPLE ASHAMED OF GLEEPING? YES - NO -



5 WHAT IS THE FIRST THING EVERY PUBLIC SPEAKER SHOULD DO TO INTEREST HIS AUDIENCE?



Answer to 1 No according to John Mason Brown in his delightful book, *Seeing Things* He says Sidney Howard states frankly that his famous play *They Knew What They Wanted*, was "shamelessly, consciously even proudly derived from *Tristram and Yseult*" Also in *Carousel*, Rogers and Hammerstein simply set Molnar's Hungarian play *Liliom*, to music. And *Oklahoma* grew out of a play by Lynn Riggs, *Green Grow the Lilacs* I've read there are only 25 plots in the world, anyhow

Answer to 2 Far more, because on the average people have nearly 20 more years in which to be healthy or unhealthy happy or unhappy than they had in 1900 Even white men who reach the retirement age of 65 will, on the average, live 12 more years and white women, 14 more years, than they did in 1911 Negroes have nearly this many more years to live. Think of the happiness and peace of mind for all those extra years!

Answer to 3 Increasing decidedly The Marriage Guidance Counsel of London states that one-third of all first born children in England are now conceived before marriage. Psychologist L. M. Terman Stanford University has shown that there has been a great increase of pre-marital sex relations since 1890 The facts show that our sex education is certainly not fulfilling our sex ideals

Answer to 4 Yes. That excellent observer E. V. Lucas, says ask any man how he slept last night, and he will say he hardly closed his eyes Usually he'll tell you without being asked I've found most of my friends seldom sleep at all A few admit getting a few winks "just before dawn" but they seem to lie awake "all through the night."

Answer to 5 Ask himself what would interest him if he were the audience This is the advice of that splendid speaker Josh Lee, in his fine book, *How to Hold an Audience Without a Rope* The speaker would be bored by dry fact then why punish an audience with them? As Josh says, a girl isn't interested in Australia until her lover lands there then she reads the encyclopedia.

**1. WHAT ARE THE MAIN "CARDINAL" ERRORS THAT BOSSSES COMMIT?**

YOUR OPINION—



esteem (5) Plays company politics (6) Judges employees hastily (7) Resents candor from employees (8) Permits personal feelings to enter into judging employees (9) Jealous of employees outside interests.

**2. ARE HANDICAPS SOMETIMES A BLESSING?**

YES ☐ NO ☐



metallurgist given the job of making delicate tests amid roaring machinery. Reason—he was hard of hearing and the noise did not upset his calculations. Make your handicaps your stepping stones.

**3. DOES BUYING THINGS ON THE INSTALLMENT PLAN SOMETIMES CAUSE DIABETES?**

YES ☐ NO ☐



Answer to 1 One man who has held six jobs in the past 25 years, and has made a special study of the faults and virtues of bosses lists the following in a leading magazine (1) Being too miserly with praise; (2) Takes all the credit him self (3) Fails to unbend, and be human at times (4) Lack of regard for employees self

Answer to 2 Yes They often stimulate to fine achievements Elizabeth MacGill, stricken with infantile paralysis later designed the first Hurricane Fighters for World War II. Her handicap only increased her determination not to give up. And handicaps often open new opportunities. There is the case of a nationally known

Answer to 3 Yes, because it often sets up terrible worry as to how to meet the payments, and intense worry sometimes sets up diabetic conditions. It is probable that this happens only to persons who have an inherited tendency towards diabetes.

1. DO HATE ANGER AND FEAR OFTEN CAUSE INTENSE BODILY PAIN?

YES ☐ NO ☐



are real. "Nervous indigestion" and painful stomach ulcers are often due to feelings of guilt, worry, fear, disappointed love, loss of money etc.

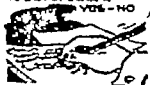


2. IS IT WISE FOR A CHILD OR ITS PARENTS TO KNOW ITS IQ? YES ☐ NO ☐

child's ability to learn from school books, but tells little about his personality or "getalongableness" with other people—the most important qualities for happiness and social success.

3. DO WRITERS NEED AS MUCH INTELLIGENCE AND LITERARY SKILL TODAY AS FORMERLY TO BE POPULAR?

YES - NO



Answer to 1 Yes Psychologists and psychiatrists agree that hate, anger, disappointment and feelings of inferiority cause all sorts of bodily pains. I know a woman who recently developed such violent pains in her arms she cannot (or thinks she cannot) use them, solely due to her sudden discovery her husband is unfaithful. These pains are not imaginary they

Answer to 2 Rarely because only specially trained parents know what the IQ means and, of course, the child never knows. Parents think the IQ measures all the child's abilities and possibilities, whereas it measures only a small portion of the capacities that make for success in life. The IQ gives teachers a fair idea of the

Answer to 3 Not by a skullful. Formerly only a few people could read, and only real writers could interest such a public. But today anybody who can run a typewriter can write a book, a magazine article or a column that will interest many people. That's why I get by



1. CAN YOU RECOGNIZE YOUR OWN HANDWRITING AFTER A WEEK IF YOUR NAME IS REMOVED? YES ☐ NO ☐



2. IS MUCH UNHAPPINESS CAUSED BY PEOPLE'S BEING TOO MUCH OUT OF LIFE? YES ☐ NO ☐

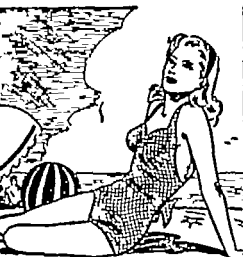


3. DO COLLEGE STUDENT LEADERS SPEND MORE TIME ON SELF-IMPROVEMENT THAN NON-LEADERS? YES ☐ NO ☐

Answer to 1 No Psychologist O W Eagleson had 60 sophomore students try to identify five specimens of their handwriting and one of figures after a week. Only 10 per cent recognized both figures and writing specimens, while 21 percent recognized their writing but not figures: 35 per cent identified their prose and poetry samples, but not their letters or figures.

Answer to 2 Yes. Men and women—but especially men—set goals for themselves which are quite beyond their abilities. Unhappiness follows. Disappointment *always* comes from expecting something and not getting it "Quit expecting anything if you want to be happy" said my friend, the late James Harvey Robinson, historian and philosopher

Answer to 3 No they spend less. The study I mentioned recently of men student leaders and non leaders at North Carolina U., showed that the outstanding leaders spent an average of 13.7 hours a week on self improvement activities, the average leaders spent 16.1 hours, and the non leaders 22.2 hours per week. The leaders averaged somewhat younger and heavier than the non leaders



1. DO ALL WOMEN GO SWIMMING BECAUSE THEY LIKE SWIMMING AND THE OUTDOORS? YES - NO -



2. ARE SMART PEOPLE MORE HONEST THAN AVERAGE AND SLOW PEOPLE? YES - NO -

3. IF SCIENCE COULD ENABLE EVERYBODY TO LIVE 100 YEARS WOULD THE WORLD BE HAPPIER? YES - NO -

Answer to 1 No One woman goes bathing for enjoyment of the sport the air cool water and the sheer joy of activity she would swim if she were on a desert island. Another wants to show her figure to attract men, or stir some woman's envy Of course, all women hope they look well in a bathing suit, and most of them do by and large—some by and some large.

Answer to 2 Yes. Ohio U., psychologist N Fenton, by technical methods, caught cheaters on examinations Of Grade A students 100 percent did not cheat One-third of the B's four fifths of C's three-fourths of the D's and all of the "Failed" students cheated Three hundred other studies analyzed by psychologist Cora Chassel agree with this.

Answer to 3 No Sociologist J M Gillette North Dakota U., points out that at the present birth rate, if everybody lived 100 years the world would soon become overcrowded and our standards of living would decline. Since sex rarely would be for reproduction, sex indulgence might lead to licentiousness He thinks however people might think less about life after death, more about living the good life here

1. SHOULD ALL ENGAGED COUPLES  
CONSULT AN E. PERT MARRIAGE  
COUNSELLOR BEFORE MARRIAGE?

YES ☐ NO ☐



Answer to 1 Yes, No. Engaged couple can possibly have as much knowledge of marriage as counsellors, who have had intimate knowledge of hundreds, even thousands, of marriages, both happy and unhappy. If you cannot consult a counsellor you should secure some of the wonderful marriage books now available.



2. IS THE UNITED STATES  
THE BEST AND HAPPIEST  
NATION IN THE WORLD?  
YES ☐ NO ☐

Answer to 2 No. Economists, sociologists and population experts believe Sweden is the happiest because nobody is very rich or very poor; everybody has a home, and usually a job. The happiest thing is that the educated half of the people—who on the average, live longer and have better health and moral character than the

uneducated half—are producing more children than the uneducated. Thus the Swedish people are steadily improving in health, happiness and character. Just the opposite is true in Great Britain, France, Germany and the United States where the uneducated half are producing the most children, and consequently, these nations are starting downward in intelligence, health and moral character.



DO PEOPLE WHO USE THEIR MINDS LOSE IN MENTAL ABILITY AS THEY GROW OLDER? YES ☐ NO ☐



DOES BANNING A BOOK INCREASE ITS SALE SOLELY BECAUSE IT AROUSES PEOPLE'S CURIOSITY? YES ☐ NO ☐

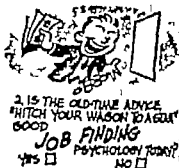
1. WILL PEOPLE OF THE FUTURE LOOK UPON US AS CHILDISHLY IGNORANT ABOUT MARRIAGE? YES ☐ NO ☐

Answer to 1 Yes. They will be amazed to learn that one marriage in five ends in divorce and that another one out of five is unhappy largely because we have not told young men and women what scientists know about selecting the right mate. When they find that only one-third of even educated parents give any sex instruction to their children, the people of the future will think we were simpletons

Sward concluded (paraphrased) The older men showed no sign of mental decline. The differences between the very brightest and the less bright men were much greater than the differences between older and younger men

Answer to 2 No Dr Irving Lorge first proved this. In a new study by psychologist H. Sward, he gave mental tests to 45 university professors aged 60 to 80 and also to 45 younger professors aged 25 to 35 Dr

Answer to 3 No People feel *frustrated* and Harvard scientists *proved* that frustrating and prohibiting people from doing what they wish always leads to aggressive conduct.



3 CAN CIGARETTE SMOKERS DETECT THE DIFFERENCE IF GIVEN THEIR USUAL BRANDS BUT WITH LOWER NICOTINE CONTENT? YES ☐ NO ☐



4 IS AN INFERIORITY COMPLEX ALWAYS A HANDICAP? YES ☐ NO ☐

Answer to 1 No Imagine a newspaper headline "John Jones and Wife Still Happily Married—Spend Evenings Playing with Children and Reading the Bible." But a headline "John Jones and Wife on Brink of Divorce," is a juicy morsel We rush to our neighbor and ask if they have heard the news—and boast we suspected something all along. What a thrill of importance it gives us to have the suspicions we didn't have confirmed!

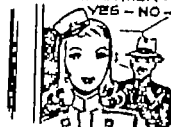
Answer to 2 No Vocational counselors agree this maxim often gives young people fears and inferiority complexes when they do not find "stars" to hitch their wagons to In stead a young person should study his—or her—school record, secure vocational tests and counsel if possible grab the first job that fits his preference and abilities He is then on the road to success.

Answer to 3 Some can, some can't Twenty four habitual cigarette smokers were given, for several days, their usual brand of cigarettes, but on some days *without their knowledge* the cigarettes given them had very little nicotine. Only 9 reported definite dissatisfaction with the low nicotine cigarettes. Since 15 detected no difference, it seems evident that nicotine is a major factor in the cigarette habit only with some smokers

Answer to 4 No It is the driving power behind nearly all worthy achievements. It would be tough going to live with people if everyone felt superior Sensible people feel inferior in many ways What Matthew Arnold called "the disinterested endeavor after perfection" the effort to overcome inferiority is the cause of all personal improvement. One writer calls the inferiority complex the "golden complex." It keeps us from being snobbish and self-satisfied Only when it becomes extreme is it a handicap

1. ARE WOMEN BETTER JUDGES OF HUMAN NATURE THAN MEN?

YES - NO -



Many successful men rely strongly on their wives' judgment of other people

2. CAN ONE ADD TO HIS PERSONALITY BY PRIVATELY PRACTICING SOME SPECIAL SKILL?

YES ☐ NO ☐



greatly improve his personality by learning new skills.

3. ARE BROTHERS AND SISTERS AS CLOSELY RELATED AS ARE PARENTS AND CHILDREN?

YES ☐ NO ☐

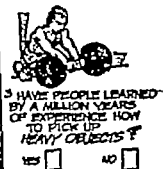


erm cells divide to bring  
ated to explain briefly  
school biology

Answer to 1 Yes, I think so although we have no exact answer. Some evidence indicates that since women are more dependent than men on personal relationships they train themselves from childhood more than men do to observe every little sign and expression that gives a clue to the other person's thoughts and character.

Answer to 2 Yes. Personality is made up of "habits and skills which interest and serve other people." Every skill we learn helps us to interact or serve others and gives us more self-confidence, more personality no matter whether it be skill in music, art, cooking, knitting, sewing, telling stories, gardening, being handy with tools, or what not. Anyone can

Answer to 3 Yes. Most people think of parents and children much more "of one flesh and blood" than brothers and sisters. Yet Robert C. Cook, Editor of the Journal of Heredity



Answer to 1 There are no general rules about love. In a beautiful story by Belva Blain in a leading magazine, a doctor divorces his wife for a patient with whom he becomes infatuated and so ruins his own life and that of his wife and children. His effort to win them back fails. However if two people have poise and grownupness enough to understand human frailties, they can be reconciled but a scar always remains.

Answer to 2 Yes, there are three kinds—thinking, social and emotional—and you may be any one of the possible combinations. You may be a thinking introvert, and a social extrovert or an

emotional introvert and a thinking or social extrovert, etc. The test can be given only by a psychologist.

Answer to 3 No Just watch Dad and Mom moving the furniture or the plumber or ditch-digger at their work. They bend over and lift like a derrick—the hardest possible way instead of squatting and lifting straight up. People learn practically nothing from experience.



1 DO A GREAT MANY  
PEOPLE HATE THEM  
SELVES ?  
YOUR OPINION -



2 WHY DO WE ALL HOPE  
THE RADIO QUIZ  
VOLUNTEER WILL GET  
THE PRIZE ?  
YOUR OPINION



3 CAN ALL PUBLIC  
PROBLEMS BE CURED  
BY LAW ? YES - NO -



4 ARE PARENTS AS  
FRIENDLY WITH OTHER  
PARENTS WHEN THEIR  
CHILDREN ARE PRESENT  
AS WHEN THEY ARE  
NOT ? YES ☐ NO ☐



5 CAN YOU LEARN  
NEW LANGUAGES IN  
OLD AGE AS WELL AS  
IN YOUTH ? YES - NO



Answer to 1 Yes Anyone with an inferiority complex really has a contempt for himself It is a form of self hate. Our egos are always with us and when we can't find someone else to hate for our failures and frustrations, we criticize our own egos. Chronic fear that you won't make good is a form of self hate.

Answer to 2 Because all normal people have a lot of sympathy for the underdog We know the sponsor can afford it, and usually the volunteer needs the money Furthermore, we all like to see people succeed. It is the strong appeal to these human sentiments that accounts for the success of all programs offering prizes.

Answer to 3 No To cite only one example, psychologists Toops and Haven, after extended study say that people who think that laws will cure traffic accidents do not realize that even greatly to reduce traffic accidents will require "the combined intelligence of auto designers road builders statisticians psychologists parents teachers and many others."

Answer to 4 No according to John Mason Brown, in his delightful book, *Seeing Things* He says when parents meet at a school function they meet strictly as *parents, not as friends* Each is jealous for his own children, hoping they will outshine the others.

Answer to 5 Yes. *Age is no handicap in learning anything you really want to learn*



another excellent way is to keep *interested in people and things* Helen Keller says that is what keeps her young



dinner, wash the dishes, put the children to bed, mend his socks and the children's clothes, do her own sewing and set her hair for next day (while he again reads the paper, smokes his cigar and snoozes) should not have married a woman, but a machine. He seems to think he has married one.

Answer to 1 According to the cartoons of the late Gar Williams, the best ways are to look down a loaded gun, jay walk, drive your car with two to six drinks aboard etc. However Ross Byron suggests

Answer to 2 Yes, if he has any sense of decency. Any man who expects his wife to get up and get breakfast, wash the dishes, make the beds, dust the house (while he reads the morning paper) then go to the office and work eight hours, come home and get



IF A GIRL GETS MORE  
EDUCATION DOES IT INCREASE  
HER CHANCES FOR A HAPPY  
MARRIAGE? YES ☐ NO ☐

Answer to 1 Yes Most divorces occur among people with a limited education With exceptions of course, married happiness increases as education increases Far fewer high school graduates are divorced or unhappily married than eighth grade and

til lower graduates. College graduates are nearly all happily married.



2 SHOULD A TEEN AGE GIRL  
PUT HER BEST FOOT FORWARD  
AND FORGET HER BAD ONE? YES ☐ NO ☐

Answer to 2 Yes. Every one should do this, but especially teen-agers It is the basic secret of a happy life. Ruth Fedder in her fine book for teen-age girls, *A Girl Grows Up* advises discover your own abilities Work at the ones you can improve, and let what you cant improve go or else

substitute something else. If you have to wear glasses and cant make the basketball team, go in for swimming, writing or the class play Dont fret if you re not beautiful Try to look your best, but devote your energy to improving your personality

1 HAVE YOU AS GOOD  
A CHANCE TO THINK UP  
SOME PAYING INVENTION  
NOW AS FIFTY YEARS  
AGO? YES - NO -



2 CAN MOST BOYS AND  
GIRLS READ WELL  
WHEN THEY ENTER  
HIGH SCHOOL? YES - NO -



3 CAN A KLEPTOMANIAC  
BE CURED? YES ☐ NO ☐



4 DOES LACK OF  
MONEY AND EDUCATION  
CAUSE PEOPLE TO  
MARRY LATER IN LIFE?  
YES - NO -



5 ARE SOME PEOPLE  
UNABLE TO MAKE EVEN  
A START TOWARD  
IMPROVING THEIR  
PERSONALITIES? YES - NO -



**Answer to 1** Better According to leading engineers and inventors there are now more wanted items waiting for somebody to invent them, than ever before. And every new invention calls for more inventions. The automobile called for 100 other inventions so with radios, airplanes and every thing else. One industrial leader says his workmen have patented 70 new inventions in his own plant all of which have made money.

**Answer to 2** No. A survey of 4,300 high school freshmen in 8 Chicago schools showed over half of them could not read as well as they should to enter high school. Four out of 10 were below 8th grade level in reading ability. 2 out of 10 below the 7th and a few below the 3rd. Thousands of college students fail because of poor reading ability.

**Answer to 3** Kleptomania—the notion that some people *just hate* to steal—is largely a myth cooked up by the popular imagination. True, some people have a *compulsion* to steal but this is merely a bad habit developed in childhood. They can be cured by psychiatric treatment.

**Answer to 4** The opposite. In the study of a Midwestern community of 10,000 the social and economic classes were rated I at the top down to V at the bottom. They were mostly unskilled workers with 8th grade education or less. In the Is and IIs the boys and girls married around 25. In IIIs a year younger. In the IVs and Vs the girls averaged under 20 the boys just past 20 at marriage. The chances of a V boy finishing high school was 230 to 1 of a girl 57 to 1 but they had far the most children. We won't comment on what this means to America's future. We'll only weep.

**Answer to 5** Yes. They need counsel. Many teachers, ministers, lawyers and even doctors make the terrible mistake of slapping them on the back and saying, "Forget it, son. It's all in your mind." It's not all in their minds. Their whole personalities are training with tensions. If they could "forget it" they wouldn't need help.



1. ARE YOUNG PEOPLE TODAY  
REALLY NERVOUS TO KNOW THE  
TRUTH ABOUT SEX, MARRIAGE,  
FAMILY ORIGINATIONS ETC?

YES - NO -



2. DON'T READ SAID "THEY  
JUDGE ON THEIR LOOKS,  
AND THEN FIND THEIR MINDS  
ARE TOTAL STRANGERS"

TRUE - UNTRUE -

**Answer to 1** Yes. This is proved by the enormous success of courses on sex and marriage now being given in about 15 colleges and universities, and in a few high schools. The young people listen with breathless interest and without embarrassment.

**Answer to 2** A good deal to this. People often do select each other in marriage largely on their looks, although homely persons with fine personalities and manners seem far better looking than one of equal homeliness without these qualities. Researches show that the best bet for a happy marriage is not looks, or even personality but *similar education, social class and general family background.*

**Question**

Is there any sure way to avoid criticism? Yes ☐  
No ☐

**Answer** Yes Elbert Hubbard had the right formula "Do nothing, say nothing, be nothing." In other words crawl into a hole and pull the hole in after you. The Persians had a proverb which contains the same idea: "Sticks and stones are thrown only at fruit bearing trees."



1. CAN YOU READ ANOTHER PERSON'S THOUGHTS AT A DISTANCE? THAT IS, IS TELEPATHY A FACT OF NATURE? YOUR OPINION

Answer to 1 Since such eminent psychologists as Gardner Murphy Columbia U., E. H. Estabrook of Colgate and others are convinced, this is strong evidence but not *proof* that Dr J B Rhine who has made many experiments on thought transference and clairvoyance has proved that both are facts of nature.



2. AT WHAT AGE SHOULD A GIRL BE ON TO ENJOY FLIRTING WITH SEVERAL BOYS BEFORE TO SERIOUS CONCENTRATION ON ONE?

Answer to 2 About age 20 From 20 to 25 the *normal, well-adjusted* girl settles down from a generalized romantic feeling about the opposite sex to a careful consideration of one, two or three young men whom she feels, on the basis of both *romance and judgment*, she could marry. Nothing is wiser for a girl

from 16 on than to form a number of attachments for several boys and nothing healthier than for her to concentrate on one. Where the bride is under 22 and the groom under 24 divorces are three or four times more frequent than with later marriages





1. CAN A CHILD HAVE THE MOST SCIENTIFICALLY BALANCED DIET AND YET BE STARVED?

YES - NO -

2. IS THERE A CERTAIN AGE WHEN A CHILD LOVES FATHER MORE THAN MOTHER?

YES - NO -



3. DO MOST BOYS WANT TO STEP INTO THEIR FATHER'S SHOES AND FOLLOW HIS OCCUPATION?

YES - NO -



Answer to 1 Yes The report of the 1916 Nat'l Conference on Juvenile Delinquency states that a child on the best balanced diet will be under nourished and fail to grow properly if it is starved for love. Same with adults Many husbands wives and employees have aches and pains, are under nourished, skinny or over fat, because they are unhappily married or have a grouchy boss.

Answer to 2 Yes. In the fine, new book, *Marriage and the Family* by 27 eminent psychologists and sociologists, they say that at about age 5, most children take much more of a shine to Dad than to Mother. At this age the child asks ceaseless questions, and if Dad is sympathetic and answers them, they tend to "grow up together."

Answer to 3 No. Indiana U psychologists Kroger and Louttit, secured the vocational choices of 1,543 high school boys. Two-thirds of the boys wanted to go into vocations with a higher rating than that of their fathers although 15 percent selected vocations in lower groups. Only 20 percent selected occupations on the same level as that of their fathers. Shows most boys want to outdo Dad



2. WHAT IS THE MOST  
IMPORTANT THING FOR  
ENGAGED COUPLES TO FIND  
OUT ABOUT EACH OTHER BEFORE  
MARRIAGE?  
YOUR OPINION -

ARE PEOPLE EVER SATISFIED  
WITH THEIR INCOMES?  
YES ☐ NO ☐

Answer to 1 What each one *wants*. It's not what people need but getting what they *want*, that makes them happy. A wife wants pretty things around the house. Often the husband says, "What do you want with such silly gewgaws?" To her they are not gewgaws but spiritual inspiration. A man wants good food and creature comforts. Many wives never learn this simple fact. Those who do are happier.

Answer to 2 Yes. A nationwide survey made by Princeton U., showed that nearly one-third (32%) of the American people are satisfied with their present incomes. Of course everyone would be glad to have more money but it is gratifying and a bit surprising, in this day of strikes and rising prices, to find that one person out of three feels satisfied.

3. WHEN THE MOTHER  
OF GROWN CHILDREN  
SAYS "I HAVE ONLY  
MY CHILDREN TO LIVE  
FOR" DOES IT PROVE  
HER GREAT LOVE?

YES ☐ NO ☐



Answer to 3 No. It proves she has never developed mature interests in life, and is still an emotional adolescent. According to Dr. George Lawton, psychologist, she "admits defeat" in developing a rounded life. She needs to cultivate new

friends, new and broader interests. Instead of losing her children's love, they will admire and love her the more.



- 1 WOULD HEADLINES BE MORE EASILY AND RAPIDLY READ IF IN ORDINARY NEWS-PAPER TYPE INSTEAD OF SCARE HEAD-LINES? YES ☐ NO ☐



- 2 IF YOU WANT TO OBTAIN A PROMOTION, SHOULD YOU PUT ON SOME WINDOW DRESSING? YES ☐ NO ☐



- 3 DO HATE AND PREJUDICE EVER SOLVE ANY PROBLEMS?

YES ☐ NO ☐



- 4 DOES THE WAY YOU MEET HANDICAPS AND FRUSTRATIONS REVEAL YOUR PERSONALITY?

YES ☐ NO ☐



- 5 IS THERE ANY DESIRE OR URGE IN HUMAN BEINGS GREATER THAN HUNGER AND SEX?

YES ☐ NO ☐

Answer to 1 Yes Psychologists Miles Tinker and Donald J Paterson found that ordinary type—lower case—was not only more pleasing than the scare headline—large capitals—but was read by the average reader more rapidly

Answer to 2 Yes. This is advised by Dr Harry Hepner in his fine book *Life and Work*. If you want a promotion, try to do things that will help the boss, and somehow see that he notices them. An employer will promote a man of lesser ability whom he likes rather than one of greater ability whom he dislikes.

Answer to 3 Never. They blank out intelligent study of problems, and how to solve them. The crime problem can never be solved until the attention is centered on crime, not on the criminal—nor until each individual criminal is studied without bias or prejudice, by psychologists, sociologists, educators and politicians. You can never understand a human being as long as you hate him.

Answer to 4 More than anything else. As related by Dumas and Keen in their *Psychiatric Primer* three men lost their legs in World War I. Fifteen years later one was a street beggar—one didn't bother to get an artificial leg, and became an expert jeweler—the third learned to use artificial legs skillfully and became a highly paid executive. Every one thinks of the first man as "different," but not the others. Forget your handicaps—and others will forget them, too.

Answer to 5 Yes, the desire to be worth while. Whiting Williams, Cleveland Public Relations Counselor says this is the basis of nearly all labor troubles, and that these settle themselves when the worker is made to feel worth while, important, a part of the enterprise. If a worker's desire for importance is satisfied, he will never strike.



Answer to 1 Decidedly According to statistician Louis I. Dublin, during 1916 you had one third greater chance of being murdered than in 1915—the highest murder rate in 7 years. Murder as an indoor and outdoor sport went down decidedly during the war. The chances of being murdered are much greater between the ages of 25 and 44.



Answer to 2. The American Institute of Family Relations, Los Angeles, after thousands of interviews with married couples, concluded that twin beds were unfavorable for married happiness—that where they had the old fashioned single bed, they were more

likely to settle a quarrel before going to sleep. However the Stanford Marriage Research on nearly 800 couples concluded that "sleeping arrangements did not affect married happiness." However the Institute found only one out of every 5 married couples has twin beds—whether happy or unhappy.



Answer to 1 Probably although surprisingly little Psychologists have found that loss of sleep up to 48 hours or even more, does not reduce accuracy in aiming, rate of tapping, grip reaction speed, memory learning, mental arithmetic, intelligence tests

scores, hearing etc. They believe other effects may occur—irritability headaches etc.



Answer to 2 Yes, for college men, or men with a strong desire for education This is proved by the fact that divorces are rare where either partner has a college education. However as sociologist Henry Bowman says, if by "good wife" is meant merely the old fashioned

homelody who devotes herself to bearing children, cooking and housekeeping and who feels inferior to her husband college women do not make "good wives." If is meant an intelligent, understanding companion then college women make excellent wives. None better



1. IS THE MATE YOU WANT ALWAYS THE MATE YOU NEED?

YES ☐ NO ☐

2. DO BRIGHT SAYINGS ALWAYS INDICATE A BRIGHT CHILD?

YES ☐ NO ☐



3. DOES THE DESIRE TO STAND WELL SOCIALLY CAUSE PEOPLE TO DEVELOP PREJUDICES?

YES ☐ NO ☐



Answer to 1 No According to the Penn State Marriage Clinic "Miriam" insisted her man must earn at least \$4000 a year He must also have "superior intelligence," although she was barely average, be 6 feet tall dark and handsome and come from a "distinguished family" Miriam's are common, and show how far from the mate some people want is the mate they really need

Answer to 2 No, depends on his age If a child of 3 asks such questions as

"What makes the stars shine?" or "Why is it hot in summer and cold in winter?" he is probably brighter than the child who asks these questions at 5 or 6. It

is a good sign if a child asks "How?" and "Why?" instead of "What?"

Answer to 3 Yes. A young Gentile woman moved from a country district with no Jewish people to a community with many and with much anti Jewish prejudice. To stand well socially she unconsciously adopted these foolish prejudices. Many of our religious, social and racial prejudices are wholly unreasonable, but are unconsciously adopted in order to be accepted by our chosen group



1. DOES LOVE DRAW PEOPLE CLOSER TOGETHER THAN FEAR?

YES ☐ NO ☐

2. IF YOU TOSS PENNIES, ARE THEY JUST AS LIKELY TO TURN UP HEADS ON THE AVERAGE AS TAILS?

YES ☐ NO ☐



3. WHEN PARENTS PROTECT BOYS OR GIRLS FROM UNPLEASANT EXPERIENCES, ARE THEY HELPING THEIR PERSONALITY DEVELOPMENT?

YES ☐ NO ☐



Answer to 1 No Fear will unite a whole nation overnight but it is a bit rare for love to unite an entire family. It certainly never unites an entire community. Pearl Harbor united not only the American people but the Allies in one day because of the fear of Japanese conquest. Brotherly love is a beautiful sentiment, but nothing except an international force strong enough to make nations fear to go to war will ever bring peace.

Answer to 2 No, because pennies are not symmetrical—that is evenly weighted on both sides. Because of this there is a tendency for heads to turn up oftener than tails. As suggested by O. H.

Browne in the *Scientific Monthly* the way to get a true average is to count heads for the first 100 or 1000 throws and tails for the second, and so on.

Answer to 3 No As related by Dr. G. S. Stevenson, Johnnie's mother always walked with him to school for fear he would get hurt, warned him against fighting and refused to let him go camping. At 18 John went to college merely an inexperienced baby. Result, he "went wild."



1. COULD PSYCHOLOGISTS  
MEASURE THE POLITICAL  
APTITUDES OF  
LEGISLATORS AND  
POLITICIANS ?

YES - NO -



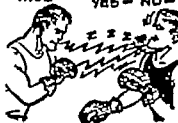
2. DO MEN CRIMINALS  
START THEIR CAREER  
OF CRIME EARLIER IN  
LIFE THAN WOMEN  
CRIMINALS ?

YES - NO -



3. WHEN WE SAY A  
PERSON IS "QUICK AS  
LIGHTNING," IS THIS  
TRUE ?

YES - NO -



4. WOULD IT HELP IF  
TEACHERS IN TRAINING  
COULD LIVE IN HOMES  
WHERE THERE ARE  
CHILDREN ?

YES - NO -



5. WHEN IS THE BEST  
TIME TO TELL A FUNNY  
STORY ?

YOUR OPINION -



Answer to 1    Yes. As related in *Personnel Journal*, a scale for rating the "parliamentary merits" of Irish legislators was in use 150 years ago. They were rated on Independence, General Knowledge, Political Knowledge, Ability in Argument, Language, Temper, Grace, Influence and Honesty. Most of those who rated high on this scale left distinguished names in history.

Answer to 2    Yes. A girl does not often begin her criminal career until she is old enough to be attracted to some man—14 to 16. Women seldom go into crime in gangs, as boys usually do. Women usually begin as the "moll" of some young man starting his criminal career—a career that has never paid a single mortal in the history of the world.

Answer to 3    No. Lightning travels 186,000 miles per second, while nerve impulses travel from your brain to your muscles at about 125 feet per second. If you should act as quick as lightning, you would throw yourself to pieces—just bust up on the spot and, like Humpty Dumpty, you could never be put together again.

Answer to 4    Yes. This plan would enable the teachers-in-training to see the practical application of their studies. The daily contact with children would also give exact meaning and purpose to the classroom work. And, as a valuable by-product, it would help parents and teachers to understand each other's problems.

Answer to 5    At mealtime. Nothing aids digestion as does laughter. Even when you think you are cheerful, you may be thinking about your problems and worries. Experiments show that even changing your thoughts from one subject to another affects digestion. Laughter cures more stomach ulcers than medicine.



Answer to 1 Yes, probably because women are more governed by their feelings about things — their so-called “intuitions” — and less governed by cold, logical analysis. However men are more dominating than women and they too, enjoy the last word. So I guess it's a stand-off. What is your last word in this argument?



Answer to 2 No, although if they did not, they probably would not fall in love. Among Minnesota U students, average age 22, 896 serious love affairs were studied by psychologists Kirkpatrick and Caplow. The 141 men reported 314 love affairs, and the 258 women, 582 love af-

fairs. This makes about two and a quarter love affairs for each, even at age 22. At the time of investigation, 230 of the 314 men's affairs, and 414 of the 582 women's, had broken up. In most cases it had been grand and glorious, while it lasted.



1 WHEN WE SAY A PERSON IS "A GOOD EGG OR A BAD EGG" ARE WE SPEAKING SCIENTIFICALLY?  
YES ☐ NO ☐

Thomas Browne said, "Give thanks, not that thou wert born in Athens (a good environment) but that virtue and honor lay in the same egg with thee."



WHICH STIMULATES A PERSON MORE—SUCCESS OR FAILURE?  
YOUR OPINION \_\_\_\_\_

task Younger children chose to repeat the finished puzzle, older ones the unfinished puzzle. Adults always chose the uncompleted puzzle.



IS SMALL TALK, ABOUT NOTHING, EVER WORTHWHILE?  
YES ☐ NO ☐

Answer to 1 Yes. Even the ancients suspected that human beings were born from eggs, just as birds are and modern science finds this true. While environment has great influence in both improving and damaging persons born from either "good" or "bad" eggs, yet it is far easier to unprove, and harder to damage, a person born from a good egg. As Sir

Answer to 2 Children were given two jigsaw puzzles and allowed to complete one but were stopped before completing the second. This gave them a feeling of failure on the second. Psychologist Saul Rosenweig then asked whether they would prefer to resume work on the completed or uncompleted

Answer to 3 Yes. One of the most worthwhile things in the world "Talking about nothing in a clever way is one of the most cultivated of all the arts." It takes brains to make small talk interesting. The person who always insists on talking about the future or civilization or the "signs of the times" is a dreadful bore.



1 ARE WOMEN  
FUNDAMENTALLY  
MORE RELIGIOUS  
THAN MEN?

YES ☐

NO ☐



2 DO EDUCATORS AND  
PSYCHOLOGISTS KNOW  
WHAT CAUSES  
**DELINQUENCY?**

YES ☐ NO ☐



3 DOES COLLECTING  
STAMPS **INCREASE**  
ONE'S KNOWLEDGE  
OF GEOGRAPHY,  
HISTORY, INTER-  
NATIONAL AFFAIRS,  
ECONOMICS, ETC?

YES ☐ NO ☐



4 WOULD PEOPLE  
BE HAPPY IF ALL  
THE PROBLEMS OF  
LIFE WERE SOLVED?

YES ☐ NO ☐

Answer to 1 Yes. Several studies have shown this. In one by psychologist L. W. Ferguson, he secured responses from 300 college men and 300 college women on religious questions. More women than men stated that "Faith in God is complete" "God is the underlying reality of life" that the idea of God gave them "a sense of security." Of course many of the men agreed to these statements, but women seem to feel less secure without a faith in the Divine to lean upon, and to feel more deeply than men a "homesickness for eternity."

Answer to 2 Yes. Sociologist Clifford Shaw has shown that in bad neighborhoods, such as the Chicago Loop and the steel mills, for the past fifty years, one boy out of four has been arrested every year for delinquency. But in such fine neighborhoods as Evanston, Oak Park, Winnetka, etc., only one boy out of 25 has become delinquent. He also shows there is no natural difference in the "goodness" or "badness" of the boys in those different sections. Plainly bad environment, which could be wiped out quickly.

Answer to 3 No. 122 high school juniors and seniors, some stamp collectors and some not, were given tests of their general world knowledge—geography, economics, etc. The stamp collectors made no better scores than the non-collectors in any of the social science studies although they had the same I. Q. s according to psychologist Donald E. Super, Clark University. It is a pleasant and exciting diversion but increases one's education only about stamps.

Answer to 4 No. Elizabeth Selfert brings this out in her delightful novel *Orchard Hill*. "The human equation" she says "is not something you can figure out like an equation in arithmetic. There are too many unknown elements, too many uncertainties, that is what makes life interesting." Without uncertainties, life would be just one darned monotonous day after another with all adventure and all victory left out.

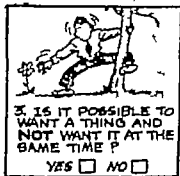
1 DO OLDER PEOPLE  
TODAY CARE MORE  
THAN FORMERLY ABOUT  
WHAT YOUNG PEOPLE  
ARE THINKING?

YES ☐ NO ☐



2

IS THAT TIRED FEEL-  
ING YOU HAVE IN THE  
MORNING ON AWAKEN-  
ING THE SAME AS THE  
TIREDNESS AFTER A  
DAY'S WORK? YES ☐ NO ☐



3. IS IT POSSIBLE TO  
WANT A THING AND  
NOT WANT IT AT THE  
SAME TIME?

YES ☐ NO ☐



4. IF YOUR CHILD DOES NOT  
LIKE HIS TEACHER, IS IT A  
MATTER OF SUPREME

YES ☐ NO ☐ **IMPORTANCE?**



5 IS IT AS IMPORTANT  
TO TEACH CHILDREN  
MENTAL HEALTH AS TO  
TEACH THEM PHYSICAL  
HEALTH? YES ☐ NO ☐

Answer to 1 Yes. First, because young people are doing more thinking now than ever before second, because far more of them have been to school have traveled and seen more. There is a wider gap between the older and younger generations in habits, opinions and scheme of life, than between any other two generations in history

Answer to 2 Probably not Dr T C. Barnes, eminent physiologist, in a recent address, said that brain waves show students have little loss of mental alertness after an eight hour day's work, and that their so-called tired feeling is mostly laziness.

Answer to 3 Yes. We are all bundles of contradictions. This is illustrated by the old New Englander who, asked if he was going to town to get drunk, said "Yes, and goah, how I dread it." The girl, angry at her lover says, "I never want to see him again," knowing she would be broken-hearted if she did not. So we go through life.

Answer to 4 Yes, it is the most important thing at that moment in your child's life—possibly in his whole life. It may be the child's fault, or the teacher's fault, or your fault. You should not rest or sleep until you have tried to bring the child into harmony both with yourself and his teacher

Answer to 5 Yes, much more so. Children who are scolded, lapped or ridiculed, whose parents quarrel, or dominate them, grow up with weak personalities fears, worries, and feelings of inferiority and, strange to say many of such children become stutterers. Harsh mental treatment by parents causes many of the physical ills of children.





Answer to 1 Yes Instead of seeing their marriage as a relationship of mutual support and helpfulness, it becomes a sort of battle for supremacy They have never decided, as they should, that John is superior in some things, and Mary in others. Before they realize it, they are drifting toward the divorce court on grounds of "incompatibility"

Answer to 2 Yes, if the mates work together and pull together with good humor and courage. One couple that Duvall and Hill tell about in their splendid book, *When You Marry* said, "We got married during the depression, and lived on \$40 a month. For recreation we depended on our selves. We walked to free museums, concerts, etc. Now we will never be afraid, because we know we can take it."

3. IS IT TRUE THAT A HYPNOTIZED PERSON CANNOT BE INDUCED TO COMMIT A CRIME?



Answer to 3 No. Wesley R. Wells, psychologist of Syracuse U., caused a hypnotized young man to steal money. Later one of his students, only a beginner in hypnotic training, caused two honest women to steal. Of course, these experiments are

purely scientific but it proves what a dangerous thing hypnosis is for unscientific persons to trifle with.



1. ARE **BABIES**  
TYRANTS?  
YES ☐ NO ☐

ter This does not mean that *training* cannot begin the day the child is born. Satisfying the child's demands in a way that trains it toward self-control is the supreme technique of parenthood.



2. SHE BELIEVES AS THOUGH  
SHE WERE BEAUTIFUL. IT'S  
THE SECRET OF HER CHARM, SAID  
**OSCAR WILDE**  
CAN EVERY WOMAN DO THIS?  
YES ☐ NO ☐

Answer to 1 Yes, and they have a right to be. Their utter helplessness entitles them to be absolute autocrats. That is why the mother who neglects every want of her baby until it is old enough to reason, is largely the maker or destroyer of her child's personality and character.

Answer to 2 Yes "Beauty is as beauty does." Gracious manners and interest in others are more beautiful than a beautiful face. What attracts people is personality and personality is largely learned—a set of habits that "interest and influence other people." All the great actresses had immense personality but few were what is commonly called beautiful.



3. IF ALL OUR WISHES WERE  
SATISFIED WOULD WE  
BE **HAPPY?**  
YES ☐ NO ☐

Answer to 3 No because happiness comes from "fulfillment of function"—exercising our bodies and minds with some goal in view some unsatisfied desire to be fulfilled. We wish to secure things but we find the striving for them with hope and inspiration is

greater happiness than possession. As Robert Louis Stevenson said "To journey is better than to arrive, and the chief reward is labor." If all desires were satisfied, there would be nothing left to strive for, except to escape boredom.



1. SHOULD GIRL PLAN TO  
SPEND THE EVENING WITH  
BOY TALKING ABOUT  
INTERESTING THINGS?  
YES ☐ NO ☐

2. NOTED EDUCATOR  
SAYS, IF THE LEARNER  
HASN'T LEARNED, THE  
TEACHER HASN'T TAUGHT.

TRUE ☐ FALSE ☐



3. WHY DO FAST READERS  
COMPREHEND WHAT THEY  
READ BETTER THAN  
SLOW BUT SURE READERS?

YOUR OPINION -



Answer to 1 No She should plan something interesting to do Unless you want to bore a boy to extinction, you can't spend a whole evening just talking This is especially true if he is a new date, and you like him well enough to want him to come again. Use your brains to think up something besides a talk fest. This is the advice of Dr Anna O Stephens of Penn State Health Service and has been approved by girls who have tried it.

Answer to 2 True, in a general way Of course the teacher can't give a student brains, but if the lessons are within the student's capacity it is largely up to the teacher to rouse the desires

and incentives that make the lessons so interesting the student will learn to the limit of his learning ability The fact that some teachers do this gives support to my statement.

Answer to 3 The fast comprehenders read fast because they are fast comprehenders However as pointed out by psychologist Miles Tinker "reading without comprehending is not reading." It is mere blank gazing.



1. DO MOST MEN REALLY ENJOY BEING MARRIED AFTER THEY FIND WHAT THEY'RE WORTH? YES- NO-

2. WHICH ARE MORE IMPORTANT FOR SUCCESS? DAY DREAMS OR DREAMS DURING SLEEP? YOUR OPTION-



3. CLASS ASKS: SHOULD CHILDREN BE UNDER OBLIGATION TO PAY THE DEBTS OF A DECEASED FATHER THOUGH NOT COMPELLED BY LAW? YOUR OPTION-



Answer to 1 Yes. Several excellent studies have shown that about 85 percent of husbands say they are happy and I hardly believe that all men are liars. In one study 792 husbands were asked, "Have you ever regretted your marriage?" Fifty five percent answered "Never" 28 percent, "Rarely" while only 3 1/2 percent said "Frequently"

ings, you'll know you've been day-dreaming and not thinking Day dreams act like a drug unless you do something about them.

Answer to 2 Sleep dreams are worthless, and so are day dreams unless you put them to work. Psychologist Henry Link says when you find yourself dreaming about the money you might have made, or inventions you almost made you'd better put an alarm clock in your head, so that when it

Answer to 3 I think not, unless they are exceptionally fortunate in making money. They did not contract the debts. But if they become rich, and the father's debts have worked hardship on creditors, I think they should make some kind of settlement.



Answer to 1 The bachelor In *New Facts on Mental Disease* Dr Neil Dayton shows that bachelors "go crazy" at a higher rate than married men. Since this included the hen-pecked as well as the happily married it would seem that marriage is, on the average, a mental stabilizer for men



Answer to 2 False. If Mr Lewis, in his novel means this as a joke it is a very poor one. If he means it as a truth, it is not remotely true. Millions—even billions—of intelligent people have solved the problem of marriage in a happy creative companionship that has enlarged and beautified their lives.

Scientific studies show that something like three-fourths of all marriages are "unqualifiedly happy" Marriage presents problems, but has also solved more problems than any other human institution.

1. WHAT IS THE CHIEF THING THAT MAKES ONE PERSON DIFFERENT FROM ANOTHER ?  
YOUR OPINION -



constructively you are growing, developing and happy destructively you are unhappy and make others unhappy

Answer to 1 The way he meets frustration. As Percival Symonds says, "All behavior is an attempt of the human organism to adjust to frustration" Every act and thought is your way of meeting obstacles and solving problems so as to gain the most happiness and the least anxiety and dissatisfaction. If you solve these con-

2. CAN ANYONE BE HAPPY IF HE DOES NOT FEEL HE BELONGS TO OTHER PEOPLE ? YES ☐ NO ☐



Love is simply the feeling of belonging to somebody who needs us

Answer to 2 No That is why money alone does not make people happy It is only when we feel we belong to other people, and that they need us that we get any real happiness. Even in dancing much of our happiness comes from the feeling we belong to our partner. The same is true of marriage, and of all human relationships.

3. ARE ATHLETES IN SCHOOL LESS INTELLIGENT THAN THE MORE STUDIOUS, NON-ATHLETIC TYPES ? YES ☐ NO ☐



those who made the lowest intelligence scores

Answer to 3 No We do not have a great deal of scientific work on this problem but one study was made by psychologist R. H. Jones, in which 80 Indianapolis High School boys on athletic teams were compared with 493 non-athletes. The athletes made significantly higher scores on intelligence tests than the non-athletes. Very few athletes were among those who made the lowest intelligence scores

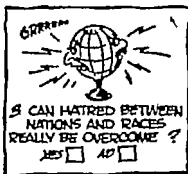
1 ARE BRILLIANT  
HONOR STUDENTS MORE  
LIKELY TO BECOME  
LEADERS THAN THE  
\*SLOW BUT SURE  
PLODDERS, OR THE  
LEADERS IN DARE  
DEVIL PRANKS?

YES - NO -



2. WHICH IS MORE  
IMPORTANT - ABILITY  
OR ADAPTABILITY?

YOUR OPINION



4 ARE MEN BETTER  
CONVERSATIONALISTS  
THAN WOMEN?

YOUR OPINION -

YES! OR, REALLY?



5 DO CHILDREN GROW  
FASTER TODAY THAN  
THEIR PARENTS AND  
GRANDPARENTS DID?

YES ☐ NO ☐



Answer to 1 Yes. One out of 6 college students who won Phi Beta Kappa scholarship and leadership honors is now listed in *Who's Who* as leader about 50 times as high a rate as non-honor students. Nearly all the Justices of the Supreme Court are Phi Beta Kappas, and 32 out of the 72 Immortals in the Hall of Fame won this honor. It pays immensely to win high marks in college.

Answer to 2 Adaptability. It is the biggest element in success. Many persons of high ability can't adapt themselves to others, to their family, a cantankerous boss, or to a hard, irritating job. But many persons of modest ability adapt themselves to circumstances, get along with all sorts of people and thus solve their troubles. Far better to increase your adaptability than ability on the job.

Answer to 3 To a large extent, yes. Several psychologists have measured the degree of prejudice and hate of college students toward other races, nations, political parties, labor unions, etc., and then given them a course of lectures to enable them better to understand the things they hated. Their hate was then measured again. The change is always toward tolerance, and is very gratifying. Understanding always brings tolerance.

Answer to 4 Researches show women are more talkative than men, but men have wider world contacts than most women and lead a more exciting life, so they should be better talkers. Women, however, are less shy and, according to the "Moore Social Intelligence Tests" have more social intelligence than men. So I believe the contest is a draw without a h. o. for either side.

Answer to 5 Yes. The average child of 5 is as tall and well developed as the child of 6 was in the 90's. The child of 13 is as tall and developed as was the child of 14. Statistician Louis I. Dublin has shown that adult young men, today, are taller than were their fathers by one to one and a half inches. Little doubt better food and living conditions mostly—not altogether—account for this.





2. HOW DO WE KNOW THAT INTELLIGENCE TESTS ARE FAIRLY ACCURATE?

YOUR OPINION



3. WHAT IS THE ONE THING MANY PEOPLE NEVER HAVE, BUT WHICH ALL CAN BE TAUGHT?

YOUR OPINION



Answer to 1 The opinion of 2000 "Reader Reporters" of a leading magazine is: 1 Nursing 2 Teaching 3 Business (office, advertising, sales) 4 Stenographer 5 Creative jobs (interior decoration, dress designing, applied art) 6 Housewife 7 Home Economics 8. Technical work (laboratory technician science, chemistry medicine) No girl should try nursing without taking the Bennett Test of Nursing Aptitude, given only by psychologists.

Answer to 2 Because they closely parallel success at school grades achieved at each age, success at hard or easy jobs, social competence and worldly success general

ly This is called their "validity" They have also been found to have high "reliability"—that is, if you take the same test at different times, you make about the same score.

Answer to 3 Self-confidence You learned practically all your fears and lack of self-confidence from your parents, teachers or playmates. Because you learned them you can unlearn them.



1. WHO HAS THE KEENER  
SENSE OF TOUCH—MEN OR  
WOMEN?  
MEN—WOMEN



2. IF A WOMAN  
REALLY WANTS A  
HUSBAND SHOULD SHE  
GO OUT DUNNING FOR ONE?  
YES — NO —

**Answer to 1** Women, by far Eliza Furt Gamble in her interesting book, *Women in Science and History* says women can often detect counterfeit money by feeling it after scores of bank cashiers have failed. In the mint women are employed almost exclusively to test the weight of coins.

**Answer to 2** Yes. Personnel Counselor C. B. Roth tells how one woman secretly in love with a confirmed bachelor whose hobby was guns, spent months learning about guns and became an expert marksman, one day she casually mentioned a particular gun she knew he liked "Goah!" he said, "Do you know about guns?" "I love them" she replied. In six months they were married! Easy girls isn't it?

#### Question

Do we tend to think our faults and deficiencies belong to the other fellow? Yes ☐ No ☐

**Answer** Yes. This is peculiarly true of shy persons. They are unconsciously projecting their own feelings and behavior as being the feelings and behavior of others. This is normal unless carried to extremes. The golf or tennis player who makes a bad stroke examines his club or racket to see if he cannot project his failure onto something outside himself.



1. **THIEVES ARE NO MORE DISHONEST THAN THE PUBLIC, SAYS REFORMED CRIMINAL** ☐ TRUE ☐ FALSE

while thieves often throw away wads of money to avoid capture, the "honest" people who find it rarely turn it over to the police. A sad commentary



2. **DO CHILDREN DEVELOP ILLNESSES TO SPITE THEIR PARENTS?** ☐ YES ☐ NO



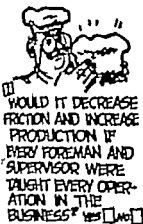
3. **DO HARDSHIPS AND FRUSTRATIONS IN CHILDHOOD AND EARLY LIFE STRENGTHEN ONE TO MEET LIFE'S PROBLEMS LATER?** ☐ YES ☐ NO

mental breakdown over the loss of his business, or over friends or lovers turning traitor. If he does break down, it is because he still carries with him open emotional wounds from early life

Answer to 1 False. But Chic Conwell, lifelong pickpocket and shop-lifter reformed, wrote a book entitled *The Professional Thief*. In it Chic maintains the code of honor among thieves is higher than that of the public. He has never heard of a thief padding an expense account and says that

Answer to 2 Yes. One of the most common habits they develop is refusal to eat. Another they frequently develop is constipation. This is not a case for the doctor but for the psychologist. They even carry their protests and feelings of frustration into their sleep and develop the habit of bed wetting.

Answer to 3 No. They weaken him. Nothing strengthens a child for meeting the hardships and frustrations of life as does a satisfying infancy and early childhood. Nothing weakens him as does harsh treatment, misunderstanding, criticism and ridicule. As one psychologist says, "Satisfying early days build strength to stand later troubles." No man ever has a



Answer to 1 Yes. One large baking company introduced the policy of having the executives and supervisors make frequent surveys together of every machine and operation in the entire plant. Result new and enthusiastic cooperation all along the line, with a saving, over a 4-year period of 210,000 man-hours, saving of 165 miles a week per delivery truck, and an increase in wages of 24 percent.

Nothing pays in home or industry like team work



1 GIRL SCOUTS WRITE  
"ANYONE IS A BETTER  
JUDGE OF A PERSON  
THAN THE ONE IN  
LOVE WITH HIM"

TRUE ☐ FALSE ☐



2 DO THE MEMBERS  
OF THE "UPPER TEN"  
IN NEW YORK CITY TEND  
STRONGLY TO MARRY  
EXCLUSIVELY IN THE  
"UPPER TEN"?

YES - NO -



3 IS THERE ONE BEST  
WAY TO TELL WHICH  
IS MORE IMPORTANT--  
HEREDITY OR  
ENVIRONMENT?

YES - NO -



4 WHICH ARE BETTER  
JUDGES OF WHAT IS  
WISE PUBLIC POLICY -  
THE EXPERTS OR THE  
COMMON PEOPLE?

YOUR OPINION



5 IS IT MORE IMPORT-  
ANT FOR A BOSS TO  
HAVE WOMEN EMPLOY-  
EES LIKE HIM THAN  
TO HAVE MEN LIKE  
HIM? YES ☐ NO ☐



Answer to 1 It is not true that "anyone" is a better judge of a person than the one in love with him but it is true of good judges of human nature, and especially if the judgments of several persons are combined. One research indicates that a person's friends, if honest and sincere, could probably mate people together more happily than when they use their own judgments.

Answer to 2 No. A remarkable study by sociologists, D. L. and Mary Hatch of 413 June marriages, between 1932-42, that made big news in the *N Y Times* showed only in one-fifth of the cases did both bride and groom belong in the "Social Register." Personal achievements of the groom or relatives on one or both sides were more important in making news than merely being in the Social Register.

Answer to 3 Yes, really two ways. Over 20 pairs of "identical twins" (born from the same egg with same heredity) have been separated in infancy and reared in different environments. They are still almost identical. Different environments have had little influence. Also Yale psychologist Arnold Gesell trained one young identical twin in certain stunts and left the other untrained. Yet the untrained one almost immediately succeeds as well as the trained one. In these cases heredity seems to have played the larger role.

Answer to 4 "The people are better judges than the experts," says Dr. George Gallup. They foresaw World War II and were in favor of lots of airplanes long before Congress and the diplomats waked up to the danger and necessity. The people know better how to govern than the politicians, as proved by history.

Answer to 5 Yes, far more. Men choose a job, and stick to it chiefly because they like the job and the pay while women choose a job rather casually and stick to it chiefly because they like the boss, the fellow workers and the "atmosphere" of the place. Although these things are important to a man he is much more likely to stick to a job in spite of a disagreeable boss and "atmosphere."



1. SHOULD TEEN AGES  
PROVE THEMSELVES ON  
THEIR KNOWLEDGE OF SEX?

YES ☐ NO ☐



2. IF A GIRL INCREASES  
HER EDUCATION, IS SHE  
MORE LIKELY TO GET A  
BETTER HUSBAND? YES ☐ NO ☐

Answer to 1 Yes, but just as they pride themselves knowledge of math, biology or history. This means the knowledge is so accurate, clear-cut and well rounded that they can talk about sex as of any of the larger things in life. Only with accurate knowledge can they talk of poetry, beauty, romance. So should it be of sex.

Answer to 2 Statistics show that of women who have not gone beyond the eighth grade in school, 58 percent marry men of the same or less schooling. Only 3 percent marry men who have had some college training. But more than half of American women who have been to college one or more years get college men as husbands. Only one out of 11 college women have eighth grade husbands.

3. SHOULD PARENTS  
TALK TO THEIR  
CHILDREN ABOUT  
THEIR OWN CHILDHOOD?

YES ☐ NO ☐



Answer to 3 Yes. Even about their mistakes and, if they can do it with tact, about things they are ashamed of. It shows the children that Dad and Mom were once young themselves. The parents can throw a lot of good laughs at themselves,

which keeps both them and the children from taking life too seriously and helps the youngsters see some of their own mistakes.



1. WHEN A MAN MARRIES A WOMAN AFTER FALLING OUT OF LOVE WITH HER, IS IT TO AVOID HURTING HER FEELINGS? YES - NO -

2. "IF YOU SEE AN UNLAWFUL ACT COMMITTED IS IT ALWAYS YOUR DUTY TO REPORT IT?" ASKS FRESHMAN

YES - NO -



3. THERE ARE TWO KINDS OF PEOPLE WHO NEVER AMOUNT TO MUCH, SAID THE LATE CYRUS H. K. CURTIS PUBLISHER

WHAT ARE THEY?



**Answer to 1** He thinks so but it is really because he would rather marry her than to screw up his courage and do the sensible thing. Some women say they would rather marry him anyhow but that, too, is lack of courage and common sense. It's a hard way out of a difficult situation but the only intelligent thing is to break off the relationship.

**Answer to 2** The best answer is the oath judges take which is that they will report any unlawful act they see or hear of. A judge said to me, "Do you realize if you tell me of that unlawful act you started to mention I have sworn to report it to the Court?" Why are not all citizens under equal obligations as protectors of the public?

**Answer to 3** "Those who cannot do what they are told, and those who can do nothing else." The first either lack ability to understand instructions, which is one of the best tests of intelligence known, or else they lack initiative in carrying them out. The second merely lack initiative and imagination.





1. WHAT MEAL IS MOST LIKELY TO MAKE THE DAYS HAPPINESS? YOUR OPINION —



2. SHOULD HUSBANDS AND WIVES TAKE SEPARATE VACATIONS? YES ☐ NO ☐

Answer to 1 Breakfast, according to psychiatrists and marriage counselors. One counselor tells of a wife who was bent on serving coffee in tiny thin cups. Husband was coffee swigger and swallowed the whole cup each time and called for more. The quarrel went on for years. One evening hubby didn't show up and never has since.

Answer to 2. There are arguments on both sides, but for healthy minded, fairly devoted couples I agree with Ruth M. Ziegler in a recent magazine article, that separate vacations bring them back with new interest in each other. Each has something fresh to talk about. Each has had *his own* kind of good time, and returns refreshed, and without feeling guilty over a little innocent pleasure of his own.



3. IF YOU COULD COME BACK TO THE WORLD 200 YEARS FROM NOW WOULD YOU BE SURPRISED AT HOW MANY THINGS HAD CHANGED? YES - NO

Answer to 3 No. More likely you'd be surprised at how little things had changed. Of course, people might be flying with wings, and living 200 years, or women born with permanents, and men with no chance of baldness, but the old

problems of human relationships, and building of character and personality would be the same



WHY DO TEEN AGERS  
ACT EXTRAVAGANTLY  
AND REBEL AGAINST  
AUTHORITY?

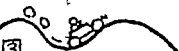
YOUR OPINION \_\_\_\_\_

Understand that frustration *always causes rebellion*, and do not learn to make this rebellion *constructive instead of destructive* fail to utilize the biggest factor in character build



WHICH IMPRESSES  
PEOPLE MORE —  
UNDERSTATEMENT  
OR OVERSTATEMENT  
OF A FACT OR AN  
OPINION?

YOUR OPINION \_\_\_\_\_



3 IS AN UNHAPPILY  
MARRIED MAN OF  
HIGH ABILITY AS  
LIKELY TO GET A  
JOB AS A HAPPILY  
MARRIED MAN OF  
LESS ABILITY? ☐ Yes ☐ No

Smith carry more responsibility and not break down?" Jones is not quite as able as Smith, but Jones, being happily married, usually gets the promotion

Answer to 1 Because they feel frustrated and as Harvard psychologists have shown *all frustration causes aggressive conduct*. It makes one want to "kick over the traces," and do as he darn please. Teen agers want to be taken as seriously as adults, and to be treated like grown ups. Parents who do not

Answer to 2 Understatement because it stimulates the other person's imagination. His imagination is more likely to go on and over-estimate the fact, whereas, if he feels the statement is too strong, he is likely to discount it far below the real truth.

Answer to 3 No unless the difference in ability is very great. Married happiness counts for a lot of points on all employment tests. Suppose Smith and Jones come up for promotion. Smith is unhappily married, Jones happily. The first thing the trained personnel man will consider is, "Can



WHAT IS THE COMMONEST REASON WHY MARRIED COUPLES DO NOT ESTABLISH HAPPY AND BEAUTIFUL PHYSICAL RELATIONS?

of sex, which nature intended for the highest happiness and purpose.

Answer to 1 Fear according to one of our highest marriage authorities, sociologist Ernest Groves—fear of children, fear of the ordeal of childbirth, fear of poverty. Many married couples do not realize that fear alone may block all the nervous mechanisms



2 DO YOU FORGET THINGS BECAUSE YOUR MEMORY AND KNOWLEDGE OF THINGS LEARNED GRADUALLY FADE AND DIE AWAY?  
YES ☐ NO ☐

Answer to 2 No. Probably you never really forget anything. Two psychologists J. G. Jenkins and K. M. Dallenbach, had people memorize certain material. Then one group slept one to 8 hours while another kept awake and active. The sleepers remembered far better than the actives. The 8-hour sleepers remembered as well as the 2-hour sleepers. The investigators concluded you probably forget things, not because your original knowledge actually disappears, but because the old is blacked out by the new.

remembered far better than the actives. The 8-hour sleepers remembered as well as the 2-hour sleepers. The investigators concluded you probably forget things, not because your original knowledge actually disappears, but because the old is blacked out by the new.



1. IN CASE OF FIRE OR OTHER GREAT EMERGENCY, CAN YOU PREDICT HOW YOU WILL

YES ☐ NO ☐ **ACT?**



2. DO WE KNOW WHY PEOPLE ARE SUPERSTITIOUS?

YES ☐ NO ☐

Answer to 1 No As Mabel G Frantz, Knoxville, Tennessee, novelist, says in her delightful new book, *I Know a Secret*, "Your conscious will is overwhelmed and you react to just what you have become in your own mind" In a theatre fire, her companion said, "Sit still Better be trampled than to trample In such cases it is not your will, but your whole previous life, says Mrs Frantz—its thoughts habits and imaginings—that is revealed by your actions.

Answer to 2 No, we think it is due to ignorance, but psychologist Rosalind M Zapf found one-third of 1135 Detroit high school freshmen believed in palmistry and that throwing rice and shoes after brides, catching the bride's bouquet four leaf clovers, etc. brought good luck. While the girls were somewhat more superstitious than the boys, yet greater age, intelligence and schooling did not guarantee against superstition



3 "IF A WIFE BELONGS TO MANY SOCIAL ORGANIZATIONS WHAT DOES IT INDICATE? ASK GOEDS

WIFE OF THE YEAR

Answer to 3 It raises the suspicion that she is unhappily married. It is often the expression of a restless striving to compensate for her thwarted desire for affection by acquiring social power and recognition There are exceptions, but the happy wife usually devotes herself to only a few societies.



**Answer to 1** Ill It takes only a few words to say that Mrs. Jones is kind, generous, cheerful etc., but two women can easily devote 30 minutes to saying she is snippy and snobbish another 30 to reciting that she and her husband have frequent quarrels and, "for all we know it is all because of Mrs. Pilsudsky" etc. Of course this doesn't apply to your women friends or mine.

**Answer to 2** No. Old griefs and grudges tend to decrease the keenness of one's mind, the wholesomeness of his emotions and they affect his heart, breathing digestion, sleep. Such a person has never become an emotional grown-up

**Answer to 3** This is one test of a child's mental growth. Louise B. Ames, Yale U Child Development Clinic, has found that the average child of 4 can tell whether it is morning or afternoon. At 5 they can tell the days of the week, and know "what day Daddy stays home all day." At 7 they can tell the time of day, what month it is, how many minutes in an hour and what the season is. At 8 they can tell what "time" means



1 IS THERE ONE  
SURE CURE FOR  
INSOMNIA? YES ☐  
NO ☐

works is relaxation. When one learns that, all dread of insomnia is over"

Answer to 1 Yes. Let go of your muscles. This is merely a matter of *mental* control As Dr Josephine Rathbone, Director of the Relaxation Laboratory of Barnard College, says, "Many people use all manner of silly tricks to get to sleep but the only one that *always*



2 ARE WOMEN BETTER  
JUDGES OF LITERATURE  
THAN MEN? ☐  
YOUR OPINION \_\_\_\_\_

ture. Carroll concluded girls are more than twice as likely as boys to be top judges of good prose literature.

Answer to 2 Probably so The *Carroll Prose Appreciation Test* was given to 700 boys and 700 girls from Minneapolis high schools and Minnesota U., by H. A. Carroll, inventor of the test Other psychologists believe it is a reliable and valid test of ability to judge literature.



3 WHY DO PEOPLE  
GENERALLY HAVE THE  
IDEA THAT INSANITY  
IS INCREASING DUE TO  
THE HIGH PRESSURE  
OF LIVING? ☐  
YOUR OPINION \_\_\_\_\_

depression of the 30's caused any increase in mental breakdown. You are in no more danger of going crazy than your ancestors, and have a far better chance of being cured.

Answer to 3 Because, according to psychologists J D Page and Carney Landis, thanks to modern scientific medicine and psychology we can diagnose insanity much better and earlier and, thanks to public charity the number of hospitals for mental cases has greatly increased. They find neither World War I nor the economic

1 CAN YOU TEACH  
TEEN-AGERS DEMOCRACY  
IF THEY ARE NOT  
ALLOWED TO GOVERN  
THEMSELVES ?

YES ☐ NO ☐



2 AFTER YOU HAVE  
COMPLETELY MASTERED  
YOUR JOB DOES IT TEND  
TO BECOME MONOTONOUS ?

YES - NO



3 IS CHILDHOOD  
THE BEST TIME TO  
LEARN ?

YES ☐ NO ☐



4 DO PEOPLE IN  
GENERAL BELIEVE  
THAT THE U.S. IS GOING  
TOWARD SOCIALISM ?



5 SHOULD ALL  
COLLEGE STUDENTS  
BE GIVEN A COURSE  
IN ACCOUNTING ?

YES ☐ NO ☐



Answer to 1 No As Dan Stiles, author says "You can't teach democracy or government out of a book" He has studied schools all over the country which are mainly governed by the students themselves The net conclusion is student government *does work.*" In many cases high school students have helped solve city problems of delinquency social, race or religious prejudices

Answer to 2 I think Mike had the answer when he said of his deceased fellow worker, "Pat was a good shoveler and I niver thought he was a *fancy shoveler*" Your job is more likely to become tiresome and monotonous if you have not entirely mastered it because there is a joy in mastery whether it be shoveling or typing, or teaching.

Answer to 3 No A child is a very slow learner and rememberer compared with an adult of even 40 50 or older Psychologist E. L. Thorndike has found that people, at least up to 45 and probably older learn and remember just about as well as persons of 19 or 20 years of age. Even this is not the peak of learning ability which seems to occur with most people at about age 25

Answer to 4 No A survey made in Oct. 1945, showed only 35 percent of the upper business and social groups believed we were moving toward socialism—and only 19 percent of the lower groups. The astonishing thing was that 8 percent of the upper business and social groups and 51 percent of the lower groups did not know that England had elected a socialistic government.

Answer to 5 Yes, in the opinion of Dean Carl Seashore, Iowa U., one of America's greatest educators In an interview he said (paraphrased) "I would give all college students special training in accounting as I consider it far more cultural as well as far more useful than Latin Greek and the classics. They should also have thorough courses in English, mathematics, biology and psychology but accounting, I think is necessary to a useful liberal education"





Answer to 1 False A wiser man than I, Prof H A Bowman, Stephens College, says (paraphrased) "Popularity based on petting is very temporary. If a girl pets to be popular she may achieve a certain dubious vogue but the price is high. She should strive to develop her personal qualities and attract with them" Wise words. I'm not agin all petting, but it should be a girl's big prize—and *exclusive*.

Answer to 2 Yes, largely answers this Denver psychiatrist, F G Ebaugh, but it will require more training in psychiatry and psychology by thousands of physicians. Millions of persons (think of it) Dr Ebaugh says, are afflicted with emotional diseases and anxieties. A Purdue psychologist advises every public school to have a paid psychiatrist.

3. SHOULD ALL CHILDREN BE TAUGHT TO SING?

YES - NO -



Answer to 3 Yes. Psychologists A. T. Gersild and Sylvia Bienstock, by extensive experiments, found that children as young as two and a half years increase the range of their singing voices several tones by

short practice periods. They concluded, tentatively, that teaching singing in the early ages is a distinct advantage.



SHOULD EXTRA  
BRIGHT CHILDREN  
BE ALLOWED TO  
SKIP GRADES?  
YES ☐ NO ☐



2. DOES TEACHING  
YOUNG PEOPLE THE  
FACTS OF SEX  
GIVE THEM SEX  
EDUCATION?  
YES ☐ NO ☐



3. WHAT IS THE BEST  
PROOF THAT A PERSON  
IS MENTALLY AND  
EMOTIONALLY SOUND  
AND HEALTHY?  
YOUR OPINION -

the world is wrong. This doesn't mean a Pollyanna habit of finding everything good, but the habit of finding all the good there is.

Answer to 1 Yes—not only allowed but *compelled*. Public schools are built for average children; therefore, the child above average should be placed with children above average. Some schools have special classes for the extra bright, but if not the bright child should be placed with older children, where he must be on his toes to keep up.

Answer to 2 No. Most young people, in one way or another, learn the main facts about sex, but many have no real sex education because they have not learned the spirit of sex—its wholesomeness, its part in developing personality and in making a beautiful and well-rounded life. Without this, they cannot know what love really means or what it can be.

Answer to 3 "The measure of mental health is the disposition to find good everywhere." So said Ralph Waldo Emerson, philosopher and not psychologist, has improved on his definition. The maladjusted, fear-burdened person finds evil everywhere; people are wrong,



IF COUNTRY BOYS  
GO TO THE CITY  
FOR JOBS, WILL IT  
CAUSE A DECREASE  
IN OUR NATIONAL  
MAN POWER? YES ☐ NO ☐

WITH THE STARTLING  
INCREASE IN DIVORCES  
FOLLOWING THE WAR  
IS MARRIAGE REALLY  
GOING ON THE  
ROCK? YES ☐ NO ☐

II SHOULD A MOTHER SHOW  
GREATER AFFECTION FOR HER  
SON THAN FOR HER HUSBAND?  
YES ☐ NO ☐

Answer to 1 No It is a great temptation to a normal mother whose husband is neglectful to turn her starved affections on her son, but as Dr Harry Hepner says she is not only likely to make a "mother-seeker" husband, but develop in him the "secretarial complex"—the executive who claims to have his "perfect secretary" which means he unconsciously associates his secretary with his mother

Answer to 2: Yes, because when they go to the city they have fewer children than if they had remained in the country U S cities are having only about two-thirds

enough children to maintain their populations City folks are a dying race It is probable, also that the brighter boys go to the city If so this means not only a decrease in man power in the next generation but a decline in national intelligence. Looks bad!

Answer to 3 No Scientific surveys show the vast majority of marriages are very happy



Answer to 1 A leading writer lists the following girls as disliked by boys: (1) Girls who chase after them in public (2) Girls who after a few dates, think they "possess" a boy; (3) Girls who "stand them up" (4) Girls who invite approaches, and then get terribly maidenly (6) Untidy girls. (7) Selfish girls. (8) Girls who get scared after a little silliness and call up to "talk things over"

Answer to 2 Partly so no doubt, but chiefly because women are pretty good judges of physical attractiveness and vitality in men. Some fine men forego marriage to take care of parents, educate relatives, etc. Generally men who never marry either lack in health or attractiveness

3. WHEN PEOPLE SAY  
GLOOMILY, "NOBODY  
UNDERSTANDS ME,  
SHOULD THEY BE  
GLAD OF IT?"



Answer to 3 Yes. A person who says this should be glad that people do not really understand the grouches, envies, inferiority complexes (due to envy of others) and unjustified fears that are going on inside him. As one psychologist

says, if people fully understood us, and knew all the mean things we think about others, we would have fewer friends.



1 WHEN WIFE GETS MAD OVER SOME MISHAP OR AT SOMEONE ELSE, SHOULD HUSBAND INSIST IT DOES NOT AMOUNT TO MUCH?

YES ☐ NO ☐



2 WHAT IS THE BEST CURE FOR GRIEF OVER LOSS OF A WIFE OR HUSBAND?

YOUR OPINION



3 ARE WOMEN MORE LIKELY THAN MEN TO DEVELOP FEELINGS OF INFERIORITY?

YES ☐ NO ☐

4 WHICH OF OUR FIVE MAIN SENSES IS THE KEENEST?

YOUR OPINION -



5 IF YOU HAVE A FINE FAMILY TREE, DOES THAT INSURE YOU WILL BE A SMART PERSON?

YES ☐ NO ☐



Answer to 1 No indeed. He should put on as good an act as he can, of getting mad with her. This shows his sympathy and understanding. If the grocer sends the order too late for dinner he should say "That low-down scoundrel should be hanged." Nothing makes her madder than for him to say "Why didn't you order earlier." After a proper show of anger he can then begin the soothing process, but he must wait until she has had her say.

Answer to 2 Activity Cultivating old friends and seeking new ones, especially of the opposite sex, in a dignified and wholesome way. Nothing injures one's personality as does feeling sorry for one's self. Many widows and some widowers think it shows disrespect for the loved one to fall in love, or marry again. Not so. Seek wholesome associations with the other sex, and if opportunity offers, marry.

Answer to 3 Yes, partly because even today women are made to feel from childhood, that this is a man's world. Furthermore, more women than men live subjective, introverted lives and introverts tend more than extroverts to be self-conscious and to feel inferior.

Answer to 4 Smell because as stated by chemist M. T. Bogert, the nerves of smell have more brain connections. We don't realize what marvellous smellers we are. We can smell one drop of camphor in 400,000 drops of water, one of musk in eight million, one of vanilla in ten million drops of water. We can detect rotten egg odor in one-460 millionth of a milligram (about 1/1000 of a grain). No wonder we don't like some people.

Answer to 5 No. Harry Hirschfield, radio story teller illustrates this by his story of the Jewish boy whose mother insisted he make a speech on "our Family Tree" at his 13th birthday party. Neglecting Harry's inimitable dialect, the lad said, "My grandparents are the roots of the family tree. My parents are the trunk, my brothers and sisters are the branches, and I am the sap." So you see it depends.



1. DO WOMEN STAND  
MONOTONOUS JOBS  
BETTER THAN MEN DO?  
YES — NO —

2. DO FAST READERS  
UNDERSTAND AND  
REMEMBER WHAT  
THEY READ AS WELL AS  
THOSE WHO READ SLOWLY  
AND CAREFULLY?  
YES — NO —



3. ARE ALL RACES  
EQUALLY SUSCEPTIBLE  
TO COLORS?  
YES ☐ NO ☐



Answer to 1 Yes—most employers think so and a study by Dr Sibly Horner Medical Inspector of British factories, reached the same conclusion. However the studies of psychologist M. S Viteles show the notion that workers of either sex cannot endure monotony is greatly exaggerated. In fact, many workers cannot endure work that is changing and varied. They enjoy getting into a monotonous rhythm

Answer to 2. Yes. I have asked this before, but here is another confirming experiment. Psychologist A. C. Earich had students read a booklet, taking as much time as they wished. Those

who finished first understood and remembered what they had read better than the slower readers.

Answer to 3 No Twice as many white people in the U S are color blind as is true of Negroes. Color blindness is much less frequent among American Jews and Spaniards than among other white Americans. Color blind Indians and Mexican immigrants are very rare.

1. WHAT IS THE BEST WAY FOR A SALES PERSON TO GET A RAISE ?

YOUR OPINION



2. WHAT IS ABOUT THE BEST WAY TO THINK CLEARLY ?

YOUR OPINION



3. WHY DOES REMEMBERING HAPPY THINGS MAKE ONE UNHAPPY ? YOUR OPINION -



Answer to 1 *Learn more and more and still more about whatever he is selling.* A customer asked a salesgirl about some china—how it was made, where etc. The girl didn't know but resolved to learn. Today she is earning a high salary lecturing on art china. Another girl with a poor personality outsold all other girls because she could talk endlessly and interestingly about the goods.

quitos?" By getting the answer to particular questions, he found the mosquito was the one "who done it."

Answer to 3 Chiefly because we seldom study critically our present situation. If we are happy we rarely think about the fact; but if we are unhappy we are usually comparing our situation with some former time when we were much happier. That is why we so often sigh for "the good old days."

Answer to 2. Ask definite, clear-cut, not general, questions. General Gorgas did not ask himself "What causes malaria?" nor even, "Where does the germ come from?" That was too general. So he asked, "Does it come from dampness, bugs or mos-





Answer to 1 No The average length of life of white males in the U. S. in 1914 was 63.55 years, while for white females it was 68.95 years. However, both live an average of 16 1/2 years longer than they did in 1900 Statistician Louis I. Dublin predicts the aver-

age length of life will soon be 70 years. Amazing—and due chiefly to medical science



Answer to 2. It pays both immensely, but especially a woman In *The Attractive Child*, Constance J Foster tells of a homely girl who secured a fine position over many far prettier applicants Why? A lovely voice! The executive who hired her said, "The

voice that answers our telephone is a part of our goodwill It represents us." Another girl—a gorgeous model—was turned down because of her shrill, rasping voice My wife landed me by her voice over the phone.



Answer to 1 Yes, as soon as we can get teachers properly trained to give such courses. Probably this can be done only by university post graduate schools. But that it *must be done, and soon*, is perfectly obvious when you find that

in 30 cities within the past few months, more divorces have been granted than marriages performed!



Answer to 2 No, because emotions hypnotize intelligence, and romantic love so hypnotizes lovers that they are incapable of seeing facts. You can show a boy that the girl of his dream is a lazy selfish fairhead that she permits her mother to clean her room and wash

her clothes, that she can't hold a job or an intelligent conversation—but it is like talking to a drunk about temperance. That is why the biggest job in the world is to prepare youngsters for love and marriage *beforehand*



1. ARE MEN NATURALLY  
MORE DARING THAN WOMEN?  
YES—NO—

2. TO BE HAPPY SHOULD  
YOU THINK OF WHAT  
YOU LIKE AND WANT, OR  
OF WHAT YOU DISLIKE  
AND DON'T WANT?

YOUR OPINION—



3. DO SOME PEOPLE  
FAIL TO SUCCEED  
NOTABLY BECAUSE THEY  
HAVE TOO MANY  
ABILITIES?

YES—NO—



**Answer to 1** Yes, when it comes to sheer physical danger—fighting, exploring, climbing mountains, sailing dangerous seas etc. However when it comes to facing personal disaster—financial ruin loss of loved ones even bombing raids, which are tests of patient, enduring courage—women seem to equal or even exceed men. For long time bravery in facing life differences are apparently due mostly to education

**Answer to 2** What you like and want, says Kathleen Norris. The woman who talks always of people she doesn't like, things that "get on her nerves" or what's wrong with the town or the schools, is unhappy

**Answer to 3** Yes, I know a woman who could have been one of our truly great pianists also a distinguished painter; also a very good writer. She is a whiz as a bookkeeper saleswoman mechanic and dress designer. She has an amazing vocabulary which is proof of high intelligence. Yet at 50 while she is by no means a failure she has never done big work in any one field. Reason—she has too many fields.



1. DO STYLES IN LOVE-MAKING CHANGE AS DO OTHER FASHIONS? YES - NO

2. ARE THERE MORE HUMAN BEINGS BELOW AVERAGE IN INTELLIGENCE THAN ANIMALS BELOW AVERAGE ANIMAL INTELLIGENCE? YES - NO



3. IS IT BETTER TO UNDERSSELL THAN TO OVERSELL YOURSELF? YES - NO



Answer to 1 Yes. Not long ago I came across some of my father's and mother's love letters. They sounded like an old fashioned book of etiquette. That evening in a movie a cowboy shot his way through two saloons to capture the rancher's daughter. On the way home I passed a number of young couples spooning in a public park. In my father's day they would have been arrested

even encouraged them to rear large families. Civilization makes the world safe for stupidity

Answer to 3 Yes. In the Chicago schools they have a "Self Appraisal and Careers" course, in which high school students work with teachers and vocational counselors sizing up themselves and the careers they are fitted for. They learn their own value and sell themselves to the world at their real worth

Answer to 2. Yes, because stupid animals get killed, or starve from lack of ability to keep up with the animal Joneses and secure food. But for thousands of years humans have not only done everything possible to preserve the stupid, but have



1. MARRIED COUPLES ARE UNAWARE IN THEIR PHYSICAL RELATIONSHIP SHOULD THEY TRY TO SOLVE THE PROBLEM THEMSELVES? YES ☐ NO ☐

Answer to 1 No. They should seek the advice of a physician trained in psychology—which many are not—or a professional marriage counselor. If none is available, they should correspond with the American Institute of Family Relations, Los Angeles.

a non profit organization which gives its services at cost, and has advised over 30 000 couples.



2. IS EVERY UNMARRIED PERSON ALWAYS PREPARING FOR EITHER A GOOD OR A BAD MARRIAGE? YES ☐ NO ☐

Answer to 2 : Yes. As William James said, there is probably, no act or thought that is ever completely wiped out. Somehow every act or thought about sex, friends, money and home, every habit of persistence and the books we read are making us

either a good or a bad husband or wife, because they are making us into a good or a bad man or woman. It is the good, happily adjusted people who make good, happy marriages—not marriage that makes good and happy people.



1. DO CHILDREN ADD TO  
THE HAPPINESS OF MARRIAGE?  
YES — NO —

Answer to 1 Apparently not, sad to relate. Sociologist Landis reveals that a higher percentage of childless couples reported their marriages as "very happy" "happy" or "average" than did couples with children. However 47 percent with 1 to 4 children, and 43 per-

cent with 5 or more, were happy. This agrees with several other studies.



2. WILL PEOPLE LIKE  
YOU BETTER IF  
YOU ARE GAY AND  
SELF-CONFIDENT?  
YES ☐ NO ☐

Answer to 2 Yes, often. Even when you are blushing to the roots of your hair people are often saying to themselves how much better they like you for being modest and self-restrained, than the loud and bold person near you who is dominating the con-

versation. If you are a woman they often admire your color when you blush, and wish they had your lovely complexion. Anyhow don't be self-conscious about your self-consciousness. It is often an asset instead of a liability.

1. SHOULD CHILDREN  
BE REWARDED FOR  
BEING GOOD ?

YES ☐ NO ☐



2. DO CHILD PRODIGES  
COME MOSTLY FROM  
UPPER-CLASS HOMES ?

YES - NO -



3. CAN SOME QUICK  
THINKERS THINK OF  
TWO OR MORE THINGS  
AT ONCE ? YES - NO -



4. DOES GOOD NEWS  
RAISE PEOPLE'S MORALE,  
AND MAKE THEM WANT  
TO DO MORE THAN BAD  
NEWS ?

YES ☐ NO ☐



5. "MAY/SHALL I SAY'S ACT"  
IS THE MOTTO 'EAT DRINK  
AND BE MERRY, FOR  
TOMORROW WE DIE' A  
WISE PROGRAM OF LIFE ?

YES ☐ NO ☐



Answer to 1 No. It tends to make liars and cheaters. Ten thousand children were given tests of honesty by which the children would be caught without their knowing it if they cheated or lied. When given to the children in several character building organizations the tests showed that many of those who had received medals and rewards for "good conduct" had lied and cheated in order to secure the promotions. Several organizations changed their methods as a result of the research.

Answer to 2 No mostly from average homes. Psychologist W D Lewis selected the 50 topmost children with IQs above 144, among 45,000 in grades 4 to 8, in 36 states. Four came from wealthy homes, 7 from homes of great poverty the remaining 39 from middle-class homes. The chief duty of education business, industry and statesmanship is to find geniuses early and give them special education.

Answer to 3 Purdue psychologists Tiffin, Knight and Asher think this is probably impossible. They say when persons claim to write two letters at the same time, one with each hand, and similar stunts, it is because the attention shifts in split seconds from one thought or performance to the other. They doubt that the mind can ever really attend to more than one thing at a time.

Answer to 4 No just the opposite. During the war psychologists Floyd Allport and Milton Lapkin found that when the news headlines read, "Losses" "Enemy Gaining" etc., it boosted public morale decidedly—raised their war determination, made them buy more bonds while headlines such as "Progressing," "Enemy Retreating" caused a letdown.

Answer to 5 Yes, very wise, provided you understand and follow it as it was followed by the ancient Greek Epicureans who originated it. They were men of the highest character and morality with lofty ideals of life. They meant "Everything in moderation." Later their followers, who called themselves "Epicureans" corrupted it and took it as a license to excess.



1. IS ONE'S IQ MORE  
LIKELY TO INCREASE  
THAN TO DECREASE  
AS HE GROWS OLDER?

YES - NO



2. ARE POLITICAL AND  
ECONOMIC LIBERALS  
MORE INTELLIGENT  
THAN CONSERVATIVES?

YES ☐ NO ☐



3. DOES THE FACT THAT  
YOU STRUGGLE TO SECURE  
A GOOD ENVIRONMENT  
INDICATE THAT YOU HAVE  
A GOOD HEREDITY?

YES - NO -



4. DOES A SINGLE WORD  
SOMETIMES TELL YOU A  
GREAT DEAL ABOUT A  
PERSON'S CHARACTER?

YES ☐ NO ☐



5. WHAT IS THE PSY-  
CHOLOGICAL REASON  
FOR THE CRAZE FOR  
ANTIQUES, EVEN  
THOUGH THEY ARE  
UGLY AND INCONVENIENT?

YOUR OPINION -



Answer to 1 Probably a bit more likely to decrease. Psychologist Frances E. Lowell analyzed the IQ tests of 3000 children in the Cleveland schools who had been given 3 or 4 tests at different periods from 3 to 8 years. Three or four times as many decreased as increased. What causes IQs to change is not clearly known.

Answer to 2 Yes. A score of researches, mostly on college students, show this. A summary of these researches by psychologist W. A. Kerr shows liberal college students tend to have higher scholastic records and more special aptitudes than conservative students. Liberal students possess more general information and do more reading than conservatives.

Answer to 3 Yes. Environment acts either to develop or suppress your heredity. It is the people with good heredity who make good environments. So when you see people struggling for education and better environment it is a mighty good sign they have good heredity.

Answer to 4 Doesn't it, though! A ragged, blue-eyed little ten-year-old boy asked if he could mow my lawn. The radio inside was going with some raucous jazz racket, and I said, "Do you like music?" "Not that kind," he replied. "I like those things they call symphonies." What a world that told not only about the boy but about his ancestors, for musical talent is distinctly inherited.

Answer to 5 Among adults, at least, it is partly nostalgic—a home-sickness for the things they lived with in childhood. As pointed out by Evelyn Ardis Whitman the modern efficiency houses may be more convenient, but they lack a sort of leisurely dignity and sweetness. With the old rocking chair in the kitchen and the shutoff parlor with its what-nots and what-is-its, there was a certain gracious art of living for which adults, at least, still yearn. Also, while some antiques are ugly as sin, many are truly beautiful.



Answer to 1 No Take short vacations, from one second to a few minutes many times every day F W Taylor engineer taught men to move 47 tons of pig iron per day instead of the usual 12, by taking many short rests between lifts. Riveters who rest 2 minutes after 10 rivets easily drive 1600 per day instead of 600 I purposely keep my office inefficient—the dictionary across the room and books I need frequently on the top shelves etc., just for exercise I am never tired yet I work 10 hours a day

Answer to 2. Certainly Nobody understands anybody else with any completeness. Your case is no different from that of everyone else. The person who thinks he is misunderstood is unusually well understood because he is the kind of person who goes about telling his feelings and looking like the last rope of summer The difference is that people with balanced personalities don't give a "hoot" whether other people understand them or not They take a chance that they do and let it go at that.



① DOES IT CHANGE YOUR PERSONALITY TO HATE OTHER PEOPLE, OR OTHER SOCIAL, RACIAL OR POLITICAL GROUPS? YES ☐ NO ☐



② WILL WOMEN ENDURE MORE NEGLECT AND ABUSE FROM THEIR LOVERS AND MATES THAN MEN? YES ☐ NO ☐

Answer to 1 Yes, profoundly. It warps one's entire personality and makes him intolerant, short-sighted and prejudiced. Personality tests show that individuals who thrive on hate and intolerance are narrow in thought, feeling and imagination. Even haters who repress their hate are just as narrow minded as those who express it in words or actions. You can't hate and have a balanced personality.

Answer to 2. Yes, far more. First, they have more at stake, since they are not—as yet—at least—as free as men to seek other husbands. Second, they cannot find employment as certainly as men. Third, if there are children, women are more devoted and more opposed to leaving them. What some women endure is beyond belief. The Chicago woman who haled her husband into court for cruelty but washed and ironed the scoundrel's shirt so he might appear well before the judge, is an immortal example. We men don't deserve such divine devotion.



DOES IT IMPROVE A CHILD'S MENTAL ABILITY TO TRY TO TEACH IT TO TALK BY CONSTANT INSTRUCTION DURING INFANCY? YES ☐ NO ☐



DOES A FAMILY FEEL THE PERSONAL OWNERSHIP AND AFFECTION FOR AN AUTOMOBILE THEIR PARENTS FELT FOR A HORSE-BUGGY? YES ☐ NO ☐

SHOULD HUSBANDS AND WIVES EVER ALLOW THEMSELVES TO BECOME INDIFFERENT IN MATTERS OF SEX? YES ☐ NO ☐

**Answer to 1** No When they do, their marriage has usually settled into a dull routine. As pointed out by sociologist Ernest R. Groves authority on marriage, when a couple's sex relationships have become maladjusted or unsatisfactory they either become indifferent, or else, adopt the attitude that there is no cure. Such attitudes are the result of ignorance of both the physical and psychological opportunities for sex happiness.

**Answer to 2** No The probability is that it tends to delay the development of connected meaningful speech. There is nothing gained by urging a child to speak before the speech centers are developed. It may learn through imitation to repeat a few sounds, but it is only as speech centers develop that the child learns to express its thoughts in words.

**Answer to 3** No A buggy lasted for two human generations and several horse generations. A colt broken to the family buggy grew up with the children, an object of affection and finally died in harness. But very soon now people will start apologizing if the family car is over two years old.



1. WILL WE HAVE AS MANY  
**ACHIEVEMENTS** IN THE FUTURE  
 AS WE HAVE  
 IN THE PAST? YES ☐ NO ☐

of schooling are having four To put it another way college men and women are failing to reproduce themselves by 26 percent, while seventh grade men and women are over reproducing themselves by 39 percent.



2. IS COMMUNISM THE  
 GREATEST DANGER TO  
 THE WORLD FROM  
 RUSSIA? YES - NO -

ulation and depleted natural resources Even with democracy Russia's growing power would be serious but with Communism, it is terrifying.



3. SHOULD YOUNG  
**CHILDREN** BE TAUGHT TO  
 PUNISH ANY OBJECT  
 THAT CAUSES THEM TO GET BORED?  
 YES ☐ NO ☐

Answer to 1 The only men who ever become scientists are the high school and college graduates and they are a dying race of people. According to *Population Bulletin* high school and college graduates are having about one and three-quarters children per family, while persons with less than 7 years

Answer to 2 Probably the world's greatest danger is Russia's enormous birth rate and declining death rate due largely to Western medical science, coupled with her increasing use of machinery and her vast untapped natural resources. All Western Europe has a stationary or mostly decreasing, pop-

Answer to 3 A number of mothers have told me it worked well with their children and often kept the child from crying. When the child falls, or gets his fingers pinched in the door, he is violently frustrated, which means he must do something aggressive. Punishing the object seems to satisfy this urge, and keeps him from taking it out by crying.



Answer to 1: Yes. The searches show that more women than men have inferiority feelings in general and that there are more often feelings of inferiority to men than inferiority to women. Psychologist Helen L. Koch found by technical meth-

ods that girls all the way from nursery school through high school tend to feel inferior to boys.



Answer to 2: Yes. Numerous experiments have shown there is a tendency in our memories to retain pleasant experiences, and forget unpleasant ones. Some terribly unhappy experience may be recalled more intensely than some moderately pleasant one.

but most people tend to remember the happy things in life. An experiment by psychologists Pintrich and Forland showed that adults tend to remember pleasant words better than unpleasant ones, although among children age 11, the tendency was just the opposite.



1

ARE MEN MORE EGOTISTICAL  
THAN WOMEN  
YES ☐ NO ☐

Answer to 1 Yes, on the average. Partly because more men than women are extroverts, and extroverts are more likely than introverts to be boastful. Also, men are more interested in achieving *with things*, women more interested in *persons*. You are more like-

ly to boast about your achievements with things than about your knowledge of persons.



2. DO SOME WOMEN DOMINATE  
THEIR HUSBANDS AS A PUNISH-  
MENT FOR SOMETHING THEY  
THEMSELVES DID BEFORE  
MARRIAGE? YES ☐ NO ☐

Answer to 2 Yes An en-  
gaged girl is persuaded by  
her lover to enter into pre-  
marital sex relations. She  
does it against her con-  
science, and suffers re-  
morse. After marriage she  
takes it out on her husband  
by making him do exactly  
the opposite of what he

wants. She interferes with his work, and constantly criticizes  
him. An actual incident of this kind is related by psychol-  
ogists Travis and Baruch. I know too, of a stingy lover  
whose wife later took it out on him by being a spendthrift.



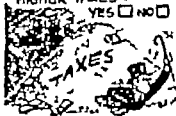
1 IF THE GOVERNMENT  
QUESTIONS ONE'S  
INCOME TAX, AND HE  
READILY AGREES THE  
GOVERNMENT IS RIGHT  
DOES IT INDICATE HE  
IS HONEST?

YES ☐ NO ☐



2. DO LOWER INCOME  
PEOPLE THINK RICH  
PEOPLE SHOULD PAY  
HIGHER TAXES?

YES ☐ NO ☐



3 WILL WORRY SOME  
TIMES CAUSE YOUR  
EYEBALLS TO PROTRUDE?

YES ☐ NO ☐



A  RRR

IS THE SCHOOL RECORD  
OF YOUR OLDER  
BROTHER OR SISTER  
A PRETTY GOOD  
INDICATION OF WHAT  
YOUR RECORD WILL  
BE? YES ☐ NO ☐

5 IS MECHANICAL  
ABILITY THE  
ABILITY TO USE YOUR  
HANDS SKILFULLY?

YES ☐ NO ☐



Answer to 1 No Internal revenue collectors tell me it is almost sure proof he is dishonest They say if they question an item, and the taxpayer says, "Okay I want to pay all that is right," it usually shows he is hoping to cheat the government. But if he says, "I'll contest that, in the court, if necessary" he may be wrong, but he honestly thinks he is right.

Answer to 2 No Two psychologists, E. Fried and H. Cantrill analyzed the judgments made by persons in the lower income groups as to what they thought those in the higher income brackets should pay They gave much lower figures for what the upper income groups should pay than the upper income groups themselves thought they should pay! Just because this is contrary to popular opinion, it is practically certain to be true.

Answer to 3 Yes. Cases of this kind are fairly common It is because worry sometimes causes enlargements of the thyroid gland—a type of goitre. This sets up many wrong bodily functions, such as palpitation of the heart, difficult breathing, intense itching of the skin, and the like, and may also cause the eyes to become prominent.

Answer to 4 Yes. Psychologist Edward L. Thorndike years ago studied the scholarship records of a large number of brothers, and found that the older brother's record was a very strong indication of what the younger one would achieve in school There is every reason to believe that an older sister's record would be just as good an indicator

Answer to 5 No As psychologist W. V. Bingham, Director of the Army Tests, says, it is chiefly the *ability to use your head* In selecting GIs for difficult mechanical jobs, the army psychologists found being merely "bandy with tools" was far less important than the ability to diagnose what is wrong good judgment in selecting the right tool



**Answer to 1** The "can you top this" neighbor. A recent quiz showed that the pest of the neighborhood is the one who when you show her your new dress, says, "Very nice but you should see Delia's." And when you show this type your new wallpaper you get: "Pretty but you should see Helen's. It's the loveliest pastel—" etc. Drat these joy-killers!

**Answer to 2** Yes. Chemist M. T. Bogert has shown that most men smell even their shoes when buying them, and all women smell soaps, dress goods, stockings etc., before buying. One advertising firm has found that 85 percent of women prefer rose perfume, pine next, while lilac, violet, lily-of-the-valley and coffee are close seconds.

**3. DOES EVERYBODY HAVE A TENDENCY TO EXAGGERATE?**



**Answer to 3** Yes. First, because man is naturally imaginative and romantic. Second because everyone likes to be interesting and important. If it is not carried to the point of actual misrepresentation, it is not only harmless but adds color and zest to life.



2. WILL LEARNING TO BE  
A GOOD CONVERSATION-  
ALIST INCREASE YOUR  
SELF-CONFIDENCE?  
YES — NO —



3. DO MOST PEOPLE  
DO ALL THEY CAN TO  
ESCAPE FROM HAYDS  
TO THINK?  
YES — NO —



1. WHICH HAVE THE  
HARDEST MORE INTENSE  
WORRIES AND PROBLEMS —  
MEN OR WOMEN?  
YOUR GUESS —

**Answer to 1** I would have sworn the answer was women, but psychologists, Durea and Love had men and women students rate themselves on a scale as to how strongly they were worried by such common problems as accidents, sickness, divorce, cheating, debt, hell, etc. On this scale the men had far more worries than the women, and were more "het up" about them.

**Answer to 2** Nothing better. When you feel at ease in talking with people everywhere it makes you at home anywhere. You are never embarrassed as long as you can talk easily.

**Answer to 3** Yes. What some people will do to avoid thinking passes belief. They play bridge hour after hour, drive 80 miles an hour going no place, attend movies every night and listen to soap operas all day—just to keep from thinking. Stephen Leacock said: "The last man who sat down to read a thoughtful book died about the time of Henry Clay."



1 WHAT IS THE BEST WAY TO INDUCE OTHERS TO RESPECT YOUR OPINIONS YOUR OPINION

2 DOES LEARNING NEW WORDS INCREASE YOUR ABILITY TO THINK? YES ☐ NO ☐



Answer to 1 Admit your mistakes when you are wrong. Don't make positive statements unless you have evidence to back them up, and even then don't make them in a loud voice or with a flourish. Even if you are right your positiveness makes the other fellow feel inferior and in trying to save his self respect he loses his respect for you!

Answer to 2 It probably does. You can't amount to much without words. A deaf mute's signs are the same as words to him. Without these he can't think in a void. Your vocabulary score is the best single test of your all round learning and thinking ability.

3 IS MUSICAL TALENT INHERITED AS STRONGLY AS LITERARY TALENT?

YES ☐ NO ☐



Answer to 3 Yes, for two reasons. Musical talent is probably made up of fewer and talents than is literary talent and is therefore more likely to be inherited as one unified talent. Further music is usually more of a sex lure than literary ability. For this reason musical people marry each other more frequently than literary people. I counted 20 eminent musicians

in the pedigree of the Bach family culminating in the immortal Johann Sebastian. There were also many cousin marriages which increased the family talent.

1. IS IT BETTER TO WORK  
HARD AND FAST ONE DAY  
SO AS TO PLAY THE NEXT,  
OR TO WORK SLOWLY  
WITH NO PLAY?

YOUR OPINION.



2. ARE MEN MORE  
WILLING THAN WOMEN  
TO ACCEPT NEW IDEAS?

YES ☐ NO ☐



Answer to 1 Hard and fast. But either method is waste ful. Working at your natural pace, *without hurry* and with as much *rhythm* as possible produces the greatest output with the least fatigue. Short rest periods will increase your output. W B Cannon showed the heart rests, between beats, 15 hours a day! "Follow your heart" in your work.

Answer to 2 Fortunes nation wide survey showed (in round figures) that 37 percent of men and 20 percent of women believe men are more open to new ideas. Of the men 36 percent, and of the women 50 percent believe women more open minded. Of the men 21 percent and of the women 18 percent believe there is no difference. The rest didn't know. Numerous studies show more men than women tend to be logical and unbiased in accepting new ideas

Question

Is a little man in a big place more likely to be reckless in the use of power than a big man? Yes ☐ No ☐

Answer Yes, because the only way a little man in a big place can make people think he is big enough for his job is by the reckless use of authority. Just contrast the reckless use of power by our labor leaders with the restrained statesmanship of the English labor leaders. What American labor needs is statesmen instead of bosses



2. ON PARENTS AND TEACHERS  
EDUCATE CHILDREN ABOUT SEX  
BY TELLING THEM THE FACTS  
OF LIFE? YES - NO -



3. IF THERE ARE MORE  
WOMEN IN A CITY WILL  
THEY TRY TO SQUANDER  
ALL THE SINGLE MALES  
AS HUSBANDS? YES - NO -

votes in the older ages, and mostly out of the marriage market. This is also true in many other places.



4. WHEN WE SAY OF MEN  
FIGHTING, 'THEY DOG EAT  
DOG, DO WE DESCRIBE  
THEM CORRECTLY? YES - NO -

Answer to 1 No This merely gives them a small amount of information. Sex education means training of the whole personality in habits and attitudes that prepare for wholesome relations between the sexes throughout youth, marriage and family life. Correct knowledge of "the facts of life" is only the beginning of sex-education.

Answer to 2 Not always. This popular belief has alarmed young women in some cities and states where women outnumber men for fear they won't get husbands. However even in the District of Columbia, where there are about 10 women to 9 men, there are more single males between 15 and 40 than single females of these ages because most of the excess females are widows and divorcees in the older ages, and mostly out of the marriage market. This is also true in many other places.

Answer to 3 No It is always true. As the late sociologist C. M. Case, said, "In warfare, where men destroy thousands of their fellowmen they are so far below the level of the brute they would have to reach up to touch bottom."

1. DOES WIDE READING  
IMPROVE YOUR  
VOCABULARY?

YES ☐ NO ☐



three percent missed on "imply," "Reconcile," "intervene," "robust" shared the same astonishing fate.

Answer to 1 No, unless you look up each new word in the dictionary Dr H J Sachs, Louisiana Polytechnic, tested freshmen students on the meaning of 25 rather common words that occurred frequently in the required reading. One fourth of the students did not know the meaning of "remote," half missed on "impious," and forty

2. CAN ANYONE OVER-  
COME PREJUDICES  
AGAINST OTHER PEOPLE,  
RACES, RELIGIONS AND  
CLASSES? YES - NO -



Answer to 2 Yes, everybody can. Put into effect and actually live the immortal lines of the poet, Edwin Markham

He drew a circle that shut me out—

Heroic, rebel, a thing to flout.  
But love and I had the wit to win

We drew a circle that took him in

3. DO NEW WORKERS  
OFTEN LEARN THEIR  
JOBS SLOWLY BECAUSE  
OF LOW ABILITY TO  
LEARN? YES ☐ NO ☐



Answer to 3 No. It is chiefly because of inability of foremen and supervisors to teach. The Foreman Training program devised during the war chiefly by Glenn Gardner by which two million foremen were trained how to teach new workers, increased output in many plants all the way from 50 to 500 per cent, and enormously improved labor relations and the happi-

ness of workers. The old adage is true "If the learner hasn't learned, the teacher hasn't taught."





2 "SELF-PRESERVATION IS THE FIRST LAW OF NATURE" IS IT AN INBORN, NATURAL YES ☐ NO ☐ **INSTINCT?**

1 ARE MOST PARENTS DETERMINED THEY SHALL NOT REAR THEIR **CHILDREN** THE WAY THEY WERE REARED? YES ☐ NO ☐



3 IS IT EVER WISE TO GIVE A CHILD A TASK BEYOND HIS **ABILITY?** YES ☐ NO ☐

Answer to 1 Yes, because nearly every one thinks the way he was reared was wrong. Dad thinks if his parents had taught him more initiative he would now be holding Brown's or Jones' better paying job. Mom thinks her mother should have taught her more about cooking and house-keeping, and about "sex." So each is determined Junior shall not have his personal life weakened as theirs was weakened.

of their lives at it. Our efforts to preserve our lives, even in danger are probably mostly learned.

Answer to 2 I think the best qualified psychologists would say No. They doubt that we have any instincts. Some persons take absurd risks, and pay little attention to the self preservation idea while others spend most

Answer to 3 No, it is highly dangerous. It does two things. First, it gives him a feeling of frustration. This always causes aggression—in this case usually angry destructive aggression. Second, it develops in him the fear of failure and the fear of failure comes more human failures than anything else in the world.



1. IF A WOMAN FEELS SECURE ABOUT HER SOCIAL AND ECONOMIC POSITION WILL SHE BE CONSIDERED MORE BEAUTIFUL? YES - NO -

YES - NO -

2. ARE MOST PEOPLE WHO WISH FOR SELF-IMPROVEMENT UNWILLING TO PAY THE PRICE IN TIME AND EFFORT? YES - NO -



3. IS EVERYONE EITHER AN INTROVERT OR AN EXTROVERT? YES - NO -

YES - NO -



Answer to 1 Yes. U of Cal psychologist M Rokeach gave the Maslow "Test of Security Insecurity" to 144 women. Then he had 29 men rate 48 of these women on a scale from 1 to 10 on beauty.

Those who felt secure in life made higher scores on beauty than the insecure ones. Little doubt feeling at peace and secure adds charm and liveliness to a woman's face.

Answer to 2 Yes. You can wonderfully improve your personality but only by learning the social skills that always improve personality—dancing, singing, going to parties, getting a hobby, joining athletic teams, orchestras, or social clubs,

doing church work etc.

Answer to 3 No. Every one except the extremes are mixtures. The public has pictured the introvert as selfish, moody, unhappy and a pretty useless fellow and the extrovert as a happy, balanced personality. Non sense. Introverts, except the extreme types, are quiet, thoughtful persons. Extroverts, except extremists, are more expressive. They are about equally happy and useful.



may find, too late, it is not real love.

Answer to 1 First, find out her present love situation. If she is involved or engaged, you are in for competition. The more she is involved the harder she will be to win, and the more highly she values herself. Then find out if she has recently been disappointed in love. If so you have a different woman to deal with. In this case, wait your step or you may get her on the rebound and both of you



Answer to 2. Make her feel that she has far more than mere "sex appeal" Build her up as a woman. Tacitly let her understand she is the most interesting woman you know. Don't merely tell her he is "wonderful" but say how accomplished she is. This appeals to the deepest urge in human nature—the desire to be important.



Answer to 3 After showing you admire her ability and accomplishments next show her what you are interested in, what you would like to do and become—especially how many of your interests and wishes are in touch with hers. Common interests draw people together in love and keep them together longer than romantic appeal.



self Then give her a chance to talk about her girlhood, too

Answer to 1 Talk to her about your boyhood While you should tell her about the times you won the pennant, you should also tell about the time you fell in the mud in your Sunday clothes, and the time Johnny Jones licked the day lights out of you No woman likes a braggart, but she likes a man who thinks well of himself but at the same time can see the humor of a joke on him



Answer to 2 Tell her you want Pop and Mom to meet her You may safely say now "They'll be crazy about you just like I am." Any woman will be flattered by this. Don't say you want her to meet them but they want to meet her



Answer to 3 Make her feel you need her You have already appealed to her deepest urge, which is, after all the largest part of the sex urge—the urge to be important. Now you appeal to the next deepest urge in woman's nature—sympathy the desire to help and serve and—at last you have struck it—the desire to mother the race A woman first wants to mother her men and that extends naturally to her children.

1. IS THERE AN UNCONSCIOUS TENDENCY TO THINK OTHERS HAVE THE FAULTS WHICH WE HAVE BUT DON'T KNOW WE HAVE?

YES - NO -



2. IF YOU WANT TO INFLUENCE PEOPLE BY YOUR TALK AND WRITING WHAT IS THE FIRST THING YOU MUST DO?

YOUR OPINION -



3. DO PEOPLE WITH STRONG RACIAL SOCIAL AND RELIGIOUS PREJUDICES UNDERSTAND THEMSELVES AS WELL AS TOLERANT, BROADMINDED PEOPLE?

YES ☐ NO ☐



4. DO MEN AND WOMEN LOOK MORE HONEST WHEN SMILING OR WHEN LOOKING SERIOUS?

YOUR OPINION -



5. DO BOYS TEND TO CHOOSE THE VOCATIONS IN WHICH THERE ARE THE MOST OPPORTUNITIES?

YES - NO



Answer to 1 Yes We "project" our faults on to other people. As related by W. E. Sargent in his fine little book, *Teach Yourself Psychology* a woman and her daughter met people of a higher social class. At home she blamed the daughter for being embarrassed by those "superior" people. It was the mother not the daughter, who had been embarrassed.

Answer to 2 Use lots of personal references—we, our, hear, her, his, us, them etc. and of active verbs—words that make him, her, them etc., be *doing something*. Don't use many adjectives. Make every sentence short and snappy. These are a few of the many rules that make it certain that people will read or listen to you. I found them in Rudolf Flesch's amazing book, *The Art of Plain Talk*.

Answer to 3 No. At least a study of the prejudices of men and women college students showed that the most bigoted students did not know they were especially prejudiced. They scored themselves as "average" or "less than average" in prejudice. It shows they know it all bigot does not know how he compares with other people.

Answer to 4 Psychologist G. R. Thornton had different groups of psychology students judge two photographs of a number of persons, one smiling, one looking serious. They tended to judge the smiling photographs higher on *honesty*, *kindliness* and *sense of humor* than the serious ones. But this doesn't mean you can always fool your wife about being "detained at the office" by smiling!

Answer to 5 No their choices are usually grotesque compared to the opportunities. One survey of high school boys showed that nearly *three fourths* of the boys in the U. S. choose occupations that employ only *one-third* of our people. Only one in 100 chose laboring occupations, which employ nearly one-third of all workers. Our boys are grossly informed.



1. AGE SHOULD NOT HAVE ITS FACE LIFTED, BUT RATHER TEACH THE WORLD TO ADMIRE WRINKLES, SAYS RICHARD'S REPORT. YES ☐ NO ☐

2. WOULD THE WORLD BE BETTER OFF IF EVERYBODY WERE A GENIUS? YES - NO -



3. PROMINENT EDITORIALIST STATES THAT THE U.S. WILL ULTIMATELY HAVE A POPULATION OF TWO BILLIONS. TRUE - FALSE -



**Answer to 1** True and wise. We should teach young people, says Prof Perry that wrinkles are "the etchings of experience and the firm lines of character." Teen-agers should listen to Mark Twain, who said when he was 18 he couldn't understand why his father was so ignorant, but when he was 21 he was astonished at how much the old man had learned in three years!

**Answer to 2** No Too many cooks would spoil the broth. As psychologist Levitt Symond points out in his fine book *Human Adjustment*, while nearly all progress is due to a few geniuses, the genius always wants to change things usually to im-

prove them; but if everyone were a genius, each pulling his own way they would tear the world to pieces.

**Answer to 3** Nonense. We could not feed one fifth that many. Latest forecast of the future population of the U.S. (released by the Federal Census Bureau, Sept. 1946) was that we would reach a peak of 165,000,000 in 1990 and then begin to decline. All the best students agree pretty closely with this.

1. WHAT IS THE GREATEST,  
MOST ENDURINGLY  
ENJOYABLE SPORT IN  
THE WHOLE WORLD?  
YOUR OPINION -



—have been sloughed off and one's mind turns naturally to things of the spirit. Good talk is worth all it costs."

Answer to 1 Good talk—just everyday good talk David Hinshaw brings this out in his biography of William Allen White, where Mr White says (paraphrased) "The best thing in the world from the stand point of human satisfaction is to talk. A man gets to the point where horses, politics, poker and the ladies—God bless em

2. "TO REMAIN YOUNG  
YOU SHOULD CONSTANTLY  
CHANGE HABITS IN FOOD  
DRESS, INTERESTS AND  
ENTHUSIASMS



3. IF A CHILD STUTTERS  
OR HAS OTHER SPEECH  
DIFFICULTY SHOULD THE  
PARENTS TRY TO CURE  
IT? YES - NO -



Answer to 2 In a leading magazine, Mrs. Blair Niles quotes Henry Ford "Anyone who stops learning is old Anyone who keeps on learning not only remains young, but constantly becomes more valuable, regardless of his capacity" Clara Barton, she says learned typing at 89 Benjamin Franklin learned French at 70 Psychologist E. L. Thorndike, our highest authority on adult learning, says, "Age is no handicap to learning a new trade or profession or anything we want to at any time of life."

Answer to 3 Never They should not even notice it All speech experts agree on this Of course they can, on the sly

without calling attention to the stuttering, try to keep the child from getting excited, praise it when it speaks well never ridicule or embarrass it about its speech, etc. But all scolding, telling it to speak slowly to hold its breath etc., only make it worse





1 DOES A MARRIED COUPLE HAVE MORE HARD PERSONALITY PROBLEMS THE FIRST YEAR THAN LATER ON ?

YES ☐ NO ☐



2 CAN YOU LEARN A SUBJECT YOU LIKE FASTER AND BETTER THAN ONE YOU DISLIKE ?

YES ☐ NO ☐

3. WHICH OVERESTIMATE THEMSELVES MOST-- EXTRA SMART PEOPLE OR AVERAGE ONES AND SLOW POKES ?

YOUR OPINION -



4 TEACHERS ASK: DOES CHEATING AT CARDS PROVE A PERSON WILL CHEAT AT OTHER THINGS ?

YES ☐ NO ☐



5. WHAT CAUSES YOUNG PEOPLE TO CHEAT IN SCHOOL AND COLLEGE ?

YOUR OPINION -



Answer to 1    Yea. As Dr Jules Masserman, U of Chicago, points out, merely saying "I do" does not change people. Every couple must go through a year or two of tolerant give-and-take while they transform their impossible romantic ideals into the secure, unselfish sharing of life. Above all they must *emancipate themselves emotionally from their families, and plan their own lives together*

Answer to 2    Yea. In that delightful book, *The Friendly Persuasion*, by Jessamyn West, which I love because it tells about us everyday folks in my home town of Vernon, Indiana, the author says, "Knowledge of what you love somehow comes to you. You do not have to read or analyze or study. If you love a thing enough, knowledge of it seeps into you, with particulars more real than any chart can furnish"

Answer to 3    Average and slow pokes. At Tenn Tech 50 students first scored themselves from 5 (very good) to 1 (very poor) on 20 traits such as personal appearance, self control, tact, friendliness, etc. Each one then scored 10 classmates on the same traits. This latter gave an average score for the entire class. The bright students tended to under-rate themselves, while middlings and slows tended to over-rate themselves. This agrees with other studies.

Answer to 4    No. Yale psychologists Hartshorne and May after giving tests of cheating, lying and stealing to 10,000 children aged 9 to 14 found that if a child cheated on examination it was almost no indication he would cheat on the playground. Some children would steal pencils, but not doughnuts etc. Many men lie to their wives but consider it disgraceful to lie in business. Some will mortgage their homes to pay a gambling debt, but never pay their doctor.

Answer to 5    After giving tests of honesty to 10,000 pupils, psychologists Hartshorne and May said, "The most common motive for cheating is the desire to do well—get marks." I am contemptuous of the whole marking business. "Comprehensive examinations" is the only way to find out what a student knows.



1 THE GREATEST FAILURE IS THE ONE WHO NEVER TRIES -- NOT THE ONE WHO TRIES AND FAILS. SAYS WRITER. TRUE ☐ FALSE ☐



2 IS IT POSSIBLE TO BE AN EDUCATED FOOL? YES ☐ NO ☐



3 DOES THE USE OF PERFUME BY MEN INDICATE THEY ARE BECOMING EFFEMINATE? YES ☐ NO ☐

Answer to 1 True. As M M Musselman says "Many people go through life wearing a safety belt. They never get up nerve enough to take a chance; hang on to the same job all their lives. live in the same little one-horse town wear rubbers on rainy days; vote the straight Republican ticket and when the Grim Reaper shows up find that they never had any fun out of life."

Answer to 2. No. It is possible to be a walking encyclopedia—yet not be an educated person. Such persons often lack the one thing without which you cannot be educated namely a balanced personality. This means being a real grown-up person, with sound judgment self-control and ability to get along with other people. If a man lack those, he is simply a well-informed fool.

Answer to 3 No. The fact that perfumes are now given masculine names gives them a better social odor. In the romantic days of chivalry perfume was freely used by men. Probably in those bygone days it was the only way they could get close enough to a woman for intimacy.





1 IF A WOMAN WANTS A HUSBAND SHOULD SHE GO TO THE BETTER RESIDENTIAL SECTIONS OF THE CITY? YES ☐ NO ☐

2 WHY DO LITTLE PEOPLE GIVE US MORE TROUBLE THAN BIG ONES? YOUR OPINION



3 DOES IT INCREASE YOUR COURAGE IN FACING A DANGEROUS SITUATION IF YOU KNOW YOU DON'T HAVE TO FACE IT? YES ☐ NO ☐

Answer to 1 No She should go to the section inhabited largely by workers in manufacturing concerns or else to a mining town. That is because these occupations draw more males than females. In most such centers, there is an excess of men over women, so that an unattached woman is a rare individual.

Answer to 2 Because, as pointed out by W. J. Peilly industrial counselor they are always helping us to do the wrong thing. A little boss hawks out an employee for a mistake and causes him to make worse mistakes. The big boss says, "Sorry my instructions were not clear." Sorry parents do the same

thing to their children. If you want to be a big person, help others to be right, not wrong.

Answer to 3 Yes Dr. P. T. Young told of a dentist whose patient was terribly afraid he could not stand the pain. So the dentist told the patient whenever he couldn't stand the pain to raise his hand, and he would stop. The knowledge that there was some escape kept up the patient's courage.

1. WHY DO SOME PEOPLE ASSUME A KNOW IT ALL ATTITUDE ?

YOUR OPINION-



Answer to 1 Because they feel inferior Also a research by psychologist Henry Foster Adams says after securing 35 000 judgments by students on numerous traits of other students, and 15 000 of themselves on the same traits "The outstanding characteristic of the braggart and know it all is stupidity" He is usually the person who tries to bolster up his feeling of ignorance and inadequacy by boasting.

2. DO MANY COLLEGE STUDENTS FAIL BECAUSE THEY DO NOT KNOW HOW TO READ ? YES ☐ NO ☐



Answer to 2 Yes. This is the astounding discovery in modern education At Teachers College, U of Neb., psychologist W. H. Thompson found that 18 percent of the freshman class had less reading ability than the average tenth grade, 12 year-old child Over half of these poor readers fell behind in their work.

3. ARE PARENTS RIGHT WHO THINK IT DEVELOPS A BOY'S OR GIRL'S PERSONALITY TO WORK THEIR WAY THROUGH COLLEGE ? YES ☐ NO ☐



Answer to 3 No As the late famous Dean Hawkes of Columbia says in his book, *Through a Dean's Open Door* for a youth to have to earn all his college expenses *always* impairs his health, or education, or both Students can earn a small part of their expenses without damage, but even this often cut them out of those fine student

and teacher contacts which develop personality



2. WHAT ONE JOB IS THERE FOR EDUCATED YOUNG WOMEN WHICH HAS ALMOST NO COMPETITION? YOUR OPINION—

2. DO MEN RATE WOMEN WHO HAVE A FEELING OF SELF-CONFIDENCE AND SECURITY HIGHER FOR BEAUTY THAN WOMEN DO? YES - NO -



3. ARE MEN AND WOMEN ABSOLUTELY NECESSARY FOR EACH OTHER'S DEVELOPMENT AND HAPPINESS? YES - NO




Answer to 1 Top flight secretary says Esther Becker in *Secretaries Who Succeed* being secretary to a big executive Miss Becker speaks with authority when she says that bosses of competent, attractive office women do not advance because they do not level up "super secretarial initiative" If you have "a few grains of secretarial sense" she says, "in addition to technical office skills there is very little competition."

Dominance and Security were rated higher for beauty than the low ones by all judges, but the men judges rated them higher than did the women. Men like power and self-confidence in a woman.

Answer to 2 Yes Dr. J. H. Henshaw says in his "Dominant and Security Instincts" to 115 women that had them judged for beauty by both women and men. The high scorers on

Answer to 3 Yes This doesn't mean "or him," but the fact that human nature has highly developed qualities that only with proper education with the opposite sex can bring out.

# A SELECTED LIST OF POCKET BOOK TITLES



Believing always in giving the reader a break, we have from the very beginning tried, and we think successfully to publish the best possible books at the lowest possible price. Modern best sellers, mysteries, classics, reference books, biography history travel, inspiration, and anthologies have been made available in an attractive easy-to-read, easy-to-handle format.

Over the course of the years we have published many POCKET BOOK editions, certain titles of which cannot easily be found in POCKET BOOK displays. To aid our readers who may wish to procure these books, but who may not be able to find them in their local stores, we are listing some of these titles on the following pages.

If you cannot get certain titles from your dealer we will be glad to supply them at the usual price, 25c plus five cents per book for postage and wrapping.

POCKET BOOKS, INC., 18 West 43rd Street, N. Y. 19 N. Y.

THE BEST OF THE WORLD'S READING—FOR ONLY 25c ➡



62. The Pocket Book of Verse. A treasury of English and American favorites, from Chaucer to Carl Sandburg. Nearly 250 poems.

68. How to Win Friends and Influence People by Dale Carnegie. The book which has helped over 2,000,000 people to a more complete understanding of themselves.

91 The Pocket Book of Short Stories edited by M. E. Spence. 363 pages of the world's great stories by 21 masters of fiction.

104 News by Emile Zola. The exciting story of one of literature's most vivid courtesans. A great classic by Emile Zola, the celebrated French novelist, and one of the all time best sellers.

181 The Pocket Cook Book edited by Elizabeth Woody and the food staff of McCall's Magazine. Over 1200 recipes, with extra hints on food preparation, leftovers, pennystretchers and nutrition.

314. The Bishop's Jeagers by Thorne Smith. A wickedly gay and irresistible book about a bishop, young love and a sedate colony written by the author of the famous Topper books.

360. The Stephen Vincent Benet Pocket Book edited by Robert Van Gelder. A panorama of adventure and beauty by a celebrated American author with magic in his pen.

377 The Pocket Book of Baby and Child Care by Benjamin Spock, M.D. A common-sense guide to the care of children from infancy to adolescence with practical, easy-to-understand answers to all the everyday problems. A Pocket Book special—25c.

383 Roget's Pocket Thesaurus. Synonyms and antonyms arranged according to subject—as necessary as a dictionary to every one who wishes to speak and write effectively.

384 The Pocket Book of Ghost Stories edited by Philip Van Doren Stern. Thirty-two tales of horror and the supernatural by masters of the fantastic—Alexander's Woodcock, Oliver Onions, Hugh Walpole, Sheridan Le Fanu, Algernon Blackwood, and many others.

392. The Pocket Book of Erskine Caldwell Stories. Here are famous stories of humor, passion, and realism by the author of Tobacco Road and God's Little Acre.

408. The Lost God and Other Adventure Stories by John Russell. Tales of adventure of famous masters of the coral seas, of our days in the Solomon Islands by a master of swift report and wonderful style.

421 The Merriam Webster Pocket Dictionary. Surpassing all other pocket-size dictionaries in authority, correctness, and daily usefulness. There is a volume of 25,000 definitions, synonyms, antonyms, American and British words & abbreviations and miscellany.

431 The Pocket Book of Famous Fresh Short Stories edited by Eric Swenson. Sixteen unexpurgated, fast-reading English translations—romance and realism by Balzac, de Maupassant, Zola, and others.

477 Tales from the Decameron by Giovanni Boccaccio. One of the merriest collections of stories concerning amorous adventure ever written. Acclaimed by critics as a great work of art.

500 The Sexual Side of Marriage by M. J. Exner M.D. An eminent specialist discusses the important intimate problems of marriage. Endorsed by leading authorities, it is written in a simple, straightforward manner that is certain to please the reader.

516. Tales of the South Pacific by James A. Michener. A collection of tales set against the background of the South Pacific as told by a young naval officer during the last war. Winner of the Pulitzer Prize Award for the best 1947 novel.

519 Oliver Twist by Charles Dickens. An abridged version of the beloved classic. The story of Oliver's lonely childhood in an orphanage, his membership in a pickpocket gang, and his eventual rescue by a charitable gentleman is known throughout the world.

522. Freud: His Dreams and Sex Theories by Joseph Jastrow. A penetrating study of the famous Freudian doctrines. The entire structure of psychoanalysis is clearly outlined to give us a better understanding of this controversial subject.

529 Pocket Book of American Poems edited by Louis Untermeyer. The most comprehensive collection of American poetry ever published in a low priced edition. With these selections from the works of 74 American poets, the author presents our most representative verse from the Colonial Period to the present time.

532. Four Tragedies of William Shakespeare. A glossary and running-up for each play with Mark Van Doren's fine prefaces give today's reader a well-rounded presentation of four great Shakespearean tragedies, Hamlet, Romeo and Juliet, Julius Caesar and Macbeth are here complete and unaltered.

533. Four Comedies of William Shakespeare. Mistaken identities, mixing of sexes, and artful magic are Shakespeare's tools for delighting the reader in this unabridged collection. Mark Van Doren adds immeasurably to your enjoyment and understanding with his fine preface to each comedy.

569 Thirty Days to a More Powerful Vocabulary by Funk and Lewis. It takes just 15 minutes a day for a month to increase your vocabulary the Funk and Lewis way.

578 The Pocket Book of Old Masters, edited by Herman J. Wechsler. Brief essays about ten famous artists, accompanied by 65 reproductions of their works.

62. The Pocket Book of Verse. A treasury of English and American favorites, from Chaucer to Carl Sandburg. Nearly 250 poems.

68. How to Win Friends and Influence People by Dale Carnegie. The book which has helped over 3,000,000 people to a more complete understanding of themselves.

91. The Pocket Book of Short Stories edited by M. E. Thomas. 283 pages of the world's great stories by 21 masters of fiction.

104. Nana by Emile Zola. The exciting story of one of literature's most vivid courtesans. A great classic by Emile Zola, the celebrated French realist, and one of the all-time best sellers.

181. The Pocket Cook Book edited by Elizabeth Wooty and the food staff of McCall's Magazine. Over 1200 recipes, with extra hints on food preparation, leftovers, preservatives, and nutrition.

314. The Bishop's Jugglers by Jerome K. Jerome. A wickedly gay and irresistible book about a bishop, young love, and a rustic colony written by the author of the famous Topper books.

360. The Stephen Vincent Benét Pocket Book edited by Robert Van Gelder. A panoply of adventure and beauty by a celebrated American author with magic in his pen.

377. The Pocket Book of Baby and Child Care by Fenwick Spock, M.D. A common-sense guide to the care of children from infancy to adolescence, with practical, easy-to-understand answers to all the everyday problems. A Pocket Book special—15c.

383. Roger's Pocket Thesaurus. Synonyms and antonyms arranged according to subject—as necessary as a dictionary to every one who wishes to speak and write effectively.

384. The Pocket Book of Ghost Stories edited by Philip Van Dusen Stern. Delivered tales of horror and the supernatural by masters of the tale—Algernon Woodcock, Oliver Onions, Hugh Walpole, Eberhard La Font, Augusten Burkhart and many others.

392. The Pocket Book of Evelyn Caldwell Stories. There are famous stories of brother, poverty, and religion by the author of Tobacco Road and God's Little Acre.

408. The Lost God and Other Adventure Stories by John Brown. Tales of adventures of fortune hunters of the coral seas of mystery in the Solomons Islands, by a master of swift, respect, and dramatic style prose.

421. The Merriam-Webster Pocket Dictionary. Expanding all other pocket-size dictionaries in authority, coverage, and daily usefulness. Here is a volume of 25,000 definitions, synonyms, etymology, American and British variants, abbreviations and much more.

431 **The Pocket Book of Famous French Short Stories** edited by Eric Swenson. Sixteen unexpurgated, fast-reading English translations—romance and realism by Balzac, de Maupassant, Zola, and others.

477 **Tales from the Decameron** by Giovanni Boccaccio. One of the merriest collections of stories concerning amorous adventure ever written. Acclaimed by critics as a great work of art.

500 **The Sexual Side of Marriage** by M. J. Exner M.D. An eminent specialist discusses the important intimate problems of marriage. Endorsed by leading authorities, it is written in a simple, straightforward manner that is certain to please the reader.

516 **Tales of the South Pacific** by James A. Michener. A collection of tales set against the background of the South Pacific as told by a young naval officer during the last war. Winner of the Pulitzer Prize Award for the best 1947 novel.

519 **Oliver Twist** by Charles Dickens. An abridged version of the beloved classic. The story of Oliver's lonely childhood in an orphanage, his membership in a pickpocket gang, and his eventual rescue by a charitable gentleman is known throughout the world.

522. **Freud: His Dream and Sex Theories** by Joseph Jastrow. A penetrating study of the famous Freudian doctrines. The entire structure of psychoanalysis is clearly outlined to give us a better understanding of this controversial subject.

529 **Pocket Book of American Poems** edited by Louis Untermeyer. The most comprehensive collection of American poetry ever published in a low priced edition. With these selections from the works of 74 American poets, the author presents our most representative verse from the Colonial Period to the present time.

532. **Four Tragedies of William Shakespeare.** A glossary and summing-up for each play with Mark Van Doren's fine prefaces give today's reader a well-rounded presentation of four great Shakespearean tragedies. *Hamlet, Romeo and Juliet, Julius Caesar* and *Macbeth* are here complete and unadorned.

533 **Four Comedies of William Shakespeare.** Mistaken identities, string of sexes, and artful magic are Shakespeare's tools for delighting the reader in this unabridged collection. Mark Van Doren adds immeasurably to your enjoyment and understanding with his fine preface to each comedy.

569 **Thirty Days to a More Powerful Vocabulary** by Funk and Lewis. It takes just 15 minutes a day for a month to increase your vocabulary the Funk and Lewis way.

578 **The Pocket Book of Old Masters**, edited by Herman J. Wechsler. Brief essays about ten famous artists, accompanied by 85 reproductions of their works.

## FICTION:

- 7 Wuthering Heights by Emily Brontë
11. The Good Earth by Pearl Buck
14. Tale of Two Cities by Charles Dickens
101. Nora by Emilie Zola
218. Claude by Mary Frankau
281. Pastoral by Nevill Shute
282. The Human Comedy by Williams Saroyan
321. The Sea Wolf by Jack London
344. Lure for Life by Irving Stone
352. Disputed Passages by Lloyd C. Douglas
370. Action at Aquila by Harvey Allen
392. Freedom Road by Howard Fast
418. The Boxer's Edge by Somerset Maugham
432. The Song of Bernadette by F. Scott Fitzgerald
435. Father Malachy's Miracle by Bruce Marshall
462. How Green Was My Valley by Richard Llewellyn
508. The Pursuit of Love by Nancy Mitford
534. The Tortoise by Anya Seton
551. The Scarlet Letter by Nathaniel Hawthorne
564. A City of Walls by Elizabeth Goudge
571. Command Decision by William Winter Hodges
593. Secret Marriage by Kathleen Norris

## NON FICTION:

12. Abraham Lincoln by Lord Charnwood
400. Madame Curie by Lee Cato
585. The French Quarter by Herbert Asbury
576. The Pocket Book of Old Masters, edited by H. J. Wouda
579. Famous Artists and Their Models by Thomas Craven

## SHORT STORIES—POEMS—ANTHOLOGIES

79. Great Tales and Poems by Edgar Allan Poe
83. The Best of Damon Runyon
82. The Pocket Book of Verse edited by M. E. Fawcett
91. The Pocket Book of Short Stories edited by M. E. Fawcett
172. The Pocket Mystery Reader edited by Lee Wright
176. The Pocket Book of Quotations edited by Henry David
178. The Story Pocket Book edited by W. L. Farnham
207. Take It Easy by Doris Maynor
242. The P. B. of Story Poems edited by Louis Untermeyer
360. The Stephen Vincent Benét P. B. ed. by E. van Gelder
397. The Best Loved Poems of James Whitcomb Riley
374. P. B. of Robert Frost's Poems ed. by Louis Untermeyer
384. The Pocket Book of Great Poems ed. by F. V. D. Swann
333. The Pocket Book of Famous Authors' Stories edited by Henry E. Corby
523. The Pocket Book of American Poems, edited by Louis Untermeyer

## PRACTICAL AND REFERENCE BOOKS

541. Five Acres and Independence by M. Q. Fries
572. Thirty Days to a More Powerful Vocabulary by Jack and Loree

